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ABSTRACT

A statewide survey of Wisconsin barbers was conducted to determine their status and opinions on a variety of topics relating to barbering so that action may be taken to improve the careers of present and future barbers. Questionnaires prepared for student, apprentice, journeyman, and master barbers and for barber shop owners were mailed to the 4,253 barbers in the State. The resulting data from 1,632 respondents (38.4 percent) were compiled and analyzed. Although the overall response rate was low, student barbers participation was 95.9 percent. It was found that Wisconsin barbers enjoy their work, although incomes are quite low. Many licensed barbers are employed in other fields of work. Almost one-third of the master barbers are more than 60 years of age. A desire for cosmetology training, in addition to barbering, was expressed by 83.5 percent of the respondents. Need for specialized training to update skills was strongly emphasized to improve barber status. It was recommended that efforts be made to reverse the declining trend of barbering, promote business, and train more barbers. Detailed responses are tabulated in the report and the 5 questionnaire forms used in the survey are appended. (MF)

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Survey and Analysis of Barbering in Wisconsin

FINAL REPORT

Project 09-082-151-222

Milwaukee Area Technical College

March 1973

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Survey and Analysis

of

Barbering in Wisconsin

Project 09-082-151-222

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Survey and Analysis of Barbering in Wisconsin

by
Marvin W. Vircks Barber Instructor

Milwaukee Area Technical College
Milwaukee, Wisconsin

William A. Ramsey, District Director

March 1973

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ABSTRACT

A study of Wisconsin barbers was conducted to determine the status and opinions of the respondents on the following topics:

Age
Ethnic Background
Education
Barber Training
Sex of Barbers
Attitude Toward Barber Work
Work Status of Barbers
Income
Attitude Toward Training
Service Prices
Shop Hours
Improvement of Barber Training
Improvement of Shop Patronage and Service
Changes in Barber Law
Size of Barber Shops
Age of Shop Equipment
Frequency of Barber Shop Patron Visits
Specialized Training for Barbers
Distribution of Barber Shops in Wisconsin

Important Findings of the Study:

A total of 1,129 (32.6%) of Wisconsin Master Barbers are 60 years of age or older. More than 100 barbers will need to be trained annually to replace them. A total of 121 (8.7%) of the Master Barber respondents live outside Wisconsin. Desire for Cosmetology training, in addition to Barbering, was indicated by 1,362 (33.5%) of the respondents. Curriculum and law changes may be needed in order to conform with the wishes of barbers on specialized training.

Barber incomes are near poverty level and special educational programs need to be developed in order to improve the status of barbers.

A total of 362 (25%) of the Journeyman and Master Barber respondents are barbering part-time or not barbering at all. Efforts need to be made to replace them or bring them back into the business.

Frequency of visits by the patrons has declined, and efforts must be made to successfully promote the "good grooming" look.

A total reduction of 666 barbers in Wisconsin since 1956, indicates need for prompt action on the part of the Vocational, Technical and Adult Schools to train more barbers in order to reverse the declining trend of barbering.

The projected estimate of the Wisconsin population in 1990 is 5,390,000. The increase of more than 970,000 people in the next 17 years will necessitate the training of more than 500 barbers in addition to those who must be trained to replace barbers who die, retire or change occupations. (See Appendix VII.)

Barbering has been a very successful career training program in the Wisconsin Vocational, Technical and Adult Schools for many years and it now appears that extensive expansion of the program is gravely needed.

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I - INTRODUCTION

The survey of barbering in Wisconsin was conducted for the purpose of confirming and defining the problems of barbers and to learn facts about the peculiarities of the business, so that intelligent action may be taken to improve the careers of present and future barbers.

Objectives

1. To obtain an evaluation of barber training in Wisconsin by the barbers.
2. To determine the distribution of barbers and shops in all communities in Wisconsin.
3. To determine the work status of Wisconsin licensed barbers, i.e., Barbering full-time, part-time, or not barbering.
4. To learn the age, education, sex, and ethnic background of Wisconsin barbers.
5. To study income trends of barbers.
6. To determine the specialized training needs of Wisconsin barbers.

Limitations of the Study

The study was limited by the low (38.4%) percentage of responses to the questionnaires. A total of 1,632 responses formed the background basis of the study.

II - REVIEW OF LITERATURE

In 1954 the writer conducted the first survey of Barbering in Wisconsin and obtained valuable and interesting data on the business of barbering.

Problems at that time prompted action for the study and now updating of the information is likely to help barbers to help themselves with meaningful action to improve their status. Help from the Wisconsin Vocational, Technical and Adult Schools will no doubt be appreciated.

III - PROCEDURES

Questionnaires were prepared for Student, Apprentice, Journeyman, and Master Barbers as well as Shop Owners. Help in preparing the questions was received from Mr. Samuel Munson and Mr. Roland Krodstad of the State Board of Vocational, Technical and Adult Education, from Mr. William Nyenhuis, Chief of the Barber Section of the Wisconsin Department of Health and Social Services, and from the Wisconsin Barber Instructors.

Approval of the questionnaires was granted by the Wisconsin State Barbers Advisory Committee at their annual meeting in Milwaukee.

Questionnaires were mailed to the 4,253 barbers in Wisconsin for completion, and a total of 1,632 of the barbers returned the completed questionnaires for a 38.4% response.

Results were tabulated and the data was compiled.

STATE OF WISCONSIN
Barber Survey
June 1972

Survey questionnaires were sent to 4,253 Wisconsin barbers with returns as follows:

	Number Licensed	Number of Respondents	Percentage of Participation
Student Barbers	73	70	95.9%
Apprentices	187	115	61.5%
Journeymen	158	54	34.2%
Masters	3,835	1,393	36.3%
Subtotals	4,253	1,632	38.4%
Shop Owners	2,047	929	45.4%
Instructors	41	40	97.6%
Totals	6,341	2,601	41 %

Note.--Shop owners and instructors are Master barbers.

TABLE 1

IV - FINDINGS

Time limitations on the study prevented the attainment of securing all of the data desired; however, evaluations of the studies of Wisconsin Student and Apprentice Barbers are presented in addition to that of the Wisconsin Barber Instructors. Additional tabulations pertaining to Journeymen and Master Barbers and to Barber Shop Owners are also included in the findings as follows:

Evaluation of Responses to the Wisconsin Student Barber Questionnaire

At the time of the survey, a total of 73 barber students were enrolled in Wisconsin training institutions. Seventy students (95.9%) responded to the survey as follows:

School Attending:	Milwaukee	21	30.0%
	Green Bay	16	22.9%
	Eau Claire	15	21.4%
	Madison	10	14.3%
	River Valley	8	11.4%
	Total	70	100 %
73 Students	70 Respondents		95.9%

Age of Student Barbers

The student barber ages ranged from the youngest at 18 to the oldest of 31. The following is the distribution of the 70 students by specific age:

Age	Number	Percent
18	12	17.1%
19	24	34.3%
20	7	10.0%
21	9	12.9%
22	2	2.9%
23	6	8.6%
24	3	4.3%
26	2	2.8%
28	3	4.3%
30	1	1.4%
31	1	1.4%
Total	70	100%

Younger students were evident in the survey, with 74.3% of the respondents indicating an age of 21 or below. Continuation of student enrollment on this age basis will tend to level the age curve in the future so that Wisconsin will have a nearly uniform number of barbers at all ages from 18 to retirement.

Sex of Student Barbers

Fifty-nine (84.3%) of the respondents were males and 11 (15.7%) were females.

The increased interest of females in barber work is evidenced by the fact that 15.7% of the students were females while only 5.2% of the apprentice respondents were females. This comparison can be further verified by the fact that only .9% of the Master barber respondents were females. (See Table 1.)

Ethnic Background

Sixty-one of the students (87.1%) listed a White ethnic background. Seven (10.0%) were Black and the balance of 2 respondents were Indian American and Spanish Speaking. A comparison of this information with that of Apprentice, Journeyman, and Master barber respondents indicates a slight increase in barbers of different ethnic groups. This, however, may be the result of Master and Journeyman barbers having a low percentage of replies to the questionnaires. (See Table 2.)

Education

Table 3 provides a breakdown of the education of student barbers in comparison with that of Apprentice, Journeyman, and Master. It is interesting to note that 94.3% of the students graduated from high school or attended college. It may be well that all future barbers be high school graduates.

Rate Barber School Training

Barber school training in Wisconsin was rated "More than Adequate" or "Adequate" by 94% of the students responding to the survey. Table 4 compares the ratings made by all other respondents to the survey.

Start of Training

Thirty-eight (54.3%) of the students started training in August and September, 1971; 13 (18.6%) started in November, 1971; while the balance of 19 (27.1%) started training in January and February, 1972. This pattern of enrolling barber students at limited times during the year may cause an employment hardship for graduates when all are seeking jobs at the same time. Staggered enrollments throughout the year may be a solution to this problem.

STATE OF WISCONSIN

BARBER SURVEY

June 1972

Sex of Wisconsin Barbers Responding to Survey

	Male	Female	No Comment
70 Students	59 - 84.3%	11 - 15.7%	-
115 Apprentices	109 - 94.8%	6 - 5.2%	-
54 Journeymen	53 - 98.1%	1 - 1.9%	-
1,393 Master Barbers	1,372 - 98.5%	12 - .9%	9 - .6%
1,632	1,593 - 97.6%	30 - 1.8%	9 - .6%

TABLE 2

STATE OF WISCONSIN
Barber Survey
June 1972

Ethnic Background of Barber Survey Respondents

	Students	Apprentices	Journeymen	Masters	Total
White	61 (87.1%)	101 (87.8%)	54 (100%)	1,355 (97.3 %)	1,571 (96.3%)
Black	7 (10.0%)	10 (8.7%)	0	12 (.86%)	29 (1.8%)
Spanish Speaking	1 (1.4%)	3 (2.6%)	0	2 (.14%)	6 (.3%)
Indian American	1 (1.4%)	0	0	5 (.35%)	6 (.3%)
Oriental American	0	0	0	1 (.07%)	1 (.1%)
Other	0	0	0	8 (.57%)	8 (.5%)
No Comment	0	1 (.9%)	0	10 (.71%)	11 (.7%)
Totals	70	115	54	1,393	1,632

TABLE 3

STATE OF WISCONSIN

Barber Survey

June 1972

Education of Wisconsin Barbers Participating in Survey

	Students	Apprentices	Journeymen	Masters	Total
Eighth Grade or Less	1 (1.4%)	1 (.9%)	1 (1.9%)	105 (7.5%)	108 (6.6%)
Ninth Grade	1 (1.4%)	1 (.9%)	0	113 (8.1%)	115 (7.0%)
Tenth Grade	0	3 (2.6%)	0	75 (5.4%)	78 (4.8%)
Eleventh Grade	2 (2.9%)	4 (3.5%)	1 (1.9%)	60 (4.3%)	67 (4.1%)
High School Graduate	59 (84.3%)	78 (67.8%)	37 (68.5%)	819 (58.8%)	993 (60.8%)
One Year College	4 (5.7%)	19 (16.5%)	13 (24.0%)	102 (7.3%)	138 (8.5%)
Two Years College	3 (4.3%)	4 (3.5%)	1 (1.9%)	55 (3.9%)	63 (3.9%)
Three Years College	0	2 (1.7%)	0	21 (1.5%)	23 (1.4%)
College Graduate	0	1 (.9%)	1 (1.9%)	18 (1.3%)	20 (1.2%)
No Comment	0	2 (1.7%)	0	25 (1.8%)	27 (1.7%)
Totals	70	115	54	1,393	1,632

Summary

Only 6.6% of the barbers responding to the survey have an eighth grade education or less, and a total of 22.5% of the respondents have an education of eleventh grade or below.

High school graduation was listed by 60.8% of the participants. In addition, 15% of the respondents have had college training, with 1.2% of the total having graduated from college.

With 91.9% of the student and apprentice barbers, and 75.8% of all the barbers responding to the survey having a high school diploma or college training, it appears reasonable to expect all future barbers to be high school graduates.

STATE OF WISCONSIN

Barber Survey

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Wisconsin Barbers' Rating of Barber School Training

	70 Students	115 Apprentices	54 Journeymen	1,393 Masters	1,632 Total
More than Adequate	19 - 27%	20 - 17.4%	13 - 24%	273 - 19.6%	325 - 19.9%
Adequate	47 - 67%	82 - 71.3%	33 - 61%	786 - 56.4%	948 - 58%
Less than Adequate	3 - 4.3%	12 - 10.3%	7 - 13%	121 - 8.7%	143 - 8.8%
No Comment	1 - 1.7%	1 - 1%	1 - 2%	213 - 15.3%	216 - 13.2%
TOTAL	70	115	54	1,393	1,632

TABLE 5

Attitude Toward Barbering

A total of 47 (67.1%) of the student respondents stated that they enjoy barber work "Very Much," while 19 (27.1%) stated that they enjoyed it "Much." One of the students that gave a lower rating to the work stated that the studies are "too technical." Table 5 compares the attitudes of students and apprentices toward barber work.

Student Respondents' Opinions of Barbering as a Lifetime Career

Only 2 (2.8%) of the student barbers do not want to make barbering a lifetime career, while 48 (68.6%) of the respondents stated that they do want to make a lifetime career of barbering. A total of 20 (28.6%) were undecided when submitting the questionnaires.

Students' Opinions of Haircut Prices

On the basis of today's economy, only 5 (7.1%) of the student respondents felt that a fair price for haircuts was between $1.50 and $2.00. Sixteen (22.9%) stated that the fair price should be more than $3.00. The majority of student respondents, 49 (70%), were of the opinion that a fair price was between $2.25 and $3.00. Table 6 compares the price opinions of all respondents of the survey.

Weekly Earnings Expected by Student Respondents After Graduation

A total of 47 (67.2%) of the student respondents expect to earn between $80 and $109 per week after graduation when employed as apprentice barbers. Earnings of $110 or more is expected by 17 (24.3%) of the respondents. Five of the students (7.1%) expect to earn less than $80 per week. This information indicates that student barbers are not expecting excessively high wages while working as apprentices, and they probably realize that patronage increases with experience and training.

A breakdown of the expected wages is as follows:

Less Than $80	5	7.1%
Between $80 and $89	14	20.0%
Between $90 and $99	16	22.9%
Between $100 and $109	17	24.3%
Between $110 and $119	9	12.9%
More than $119	8	11.4%
No Comment	1	1.4%
Total	70	100%

Improvement of Barbershop Patronage and Service

Student barber respondents are of the opinion that shop patronage may be improved by offering more specialized service to the public and modernizing the shops. The results of this question of the survey are as follows:

Offering More Specialized Services	66	94.3%
Modernize Barber Shops	62	88.6%
Change Shop Hours	54	77.1%
Change Service Prices	46	65.7%
Train More Barbers	42	60.0%

The results of this question are inconclusive because changes in hours and prices are not listed specifically as to whether they should be "up" or "down," and the order of importance is not clearly stated.

More Than One Apprentice In a Shop

The majority (61.4%) of the student barbers responding to the survey believe that more than one apprentice should be permitted to work in a barber shop, while the majority of all other respondents, according to Table 7, favor only one apprentice to a shop. This result is expected and is reasonable when one realizes that only 9.2% of the Wisconsin barber shops employ apprentices.

Improvement of Barber Training

Student barber respondents, as well as all barbers participating in the survey, indicated that barber training may be improved by offering more practical training. Table 8 compares the responses of all participating barbers. It was surprising to note that 17.1% of the students suggested that training may be improved by increasing training time, while a much lower percentage of other barbers made this suggestion. Obviously from this question, the barbers want more practical training and a substantial reduction in related instruction.

STATE OF WISCONSIN

BARBER SURVEY

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Opinions of Student and Apprentice Barber Respondents toward Barber Work

Question: Do you enjoy doing barber work?

Responses	70 Students	115 Apprentices	185 Total
Very much	47 - 67.1%	74 - 64.3%	121 - 65.4%
Much	19 - 27.1%	22 - 19.1%	41 - 22.2%
Some	4 - 5.7%	16 - 13.9%	20 - 10.8%
Not at all		1 - .9%	1 - .5%
No comment		2 - 1.7%	2 - 1.1%

TABLE 6

STATE OF WISCONSIN
Barber Survey
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Survey Respondents' Opinions of a "Fair Price" of Haircuts
on the Basis of Today's Economy

	Students	Apprentices	Journeymen	Masters	Total
Less than $1.50	0	0	0	4 (.3%)	4 (.2%)
Between $1.50 and $2.00	5 (7.1%)	1 (.9%)	0	80 (5.7%)	86 (5.3%)
Between $2.25 and $3.00	49 (70.0%)	76 (66.0%)	42 (77.7%)	911 (65.4%)	1,078 (66.1%)
More than $3.00	16 (22.9%)	37 (32.2%)	11 (20.4%)	359 (25.8%)	423 (25.9%)
No Comment	0	1 (.9%)	1 (1.9%)	39 (2.8%)	41 (2.5%)
Totals	70	115	54	1,393	1,632

TABLE 7

STATE OF WISCONSIN
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Barber respondents answer to question: "What do you believe will help to improve barber shop patronage and service?"

	Students	Apprentices	Journeymen	Masters
Offer more specialized services	66 (24.3%)	122 (38.1%)	49 (14.1%)	67 (18.6%)
Modernize barber shops	62 (22.8%)	71 (22.1%)	49 (14.1%)	84 (23.3%)
Train more barbers	42 (15.4%)	24 (7.5%)	22 (6.3%)	21 (5.8%)
Change shop hours	24 (8.8%)	62 (19.4%)	22 (6.3%)	118 (32.8%)
Change service prices	46 (16.9%)	41 (12.8%)	8 (2.3%)	110 (30.6%)

PAGE 2

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Responses to Question: Do you believe that more than one apprentice should be permitted to work in a barber shop?

	Students	Apprentices	Journeymen	Masters	Total
Yes	43 (61.4%)	53 (46.1%)	13 (24.1%)	303 (21.8%)	412 (25.3%)
No	27 (38.6%)	60 (52.2%)	40 (74.0%)	1,014 (72.8%)	1,141 (69.9%)
No Comment	0	2 (1.7%)	1 (1.9%)	76 (5.4%)	79 (4.8%)
Totals	70	115	54	1,393	1,632

TABLE 9

STATE OF WISCONSIN
Barber Survey
June 1972

Respondents' Suggestions to Improve Barber Training

	Students	Apprentices	Journeymen	Masters	Total
Offer More Practical Training	43 (61.4%)	67 (58.3%)	37 (68.5%)	822 (59.0%)	969 (59.4%)
Increase Training Time	12 (17.1%)	4 (3.5%)	4 (7.4%)	95 (6.8%)	115 (7.0%)
Provide More Related Instruction	4 (5.7%)	12 (10.4%)	7 (13.0%)	171 (12.3%)	194 (11.9%)
Other Comments	0	14 (12.2%)	0	0	14 (.9%)
No Comment	11 (15.7%)	18 (15.6%)	6 (11.1%)	305 (21.9%)	340 (20.8%)
Totals	70	115	54	1,393	1,632

TABLE 10

Subjects That May Not Be Needed In Barber Training Program

Bookkeeping, Chemistry, and Salesmanship are the courses opposed by student respondents more than all other barbers participating in the survey. Hair Singeing, Light Therapy, and Chemistry are the three courses that the majority of barber respondents stated that may not be needed in the barber training program. Table 9 provides a complete tabulation of the results of this question.

One may question the validity of the unfavorable response to the Chemistry course with the new specialized barber services depending largely upon chemical treatment of the hair. Chemical processes are involved in hair coloring, hair relaxing, hair conditioning, and permanent waving in addition to specialized shampoos and scalp treatments.

Recommend Barbering as a Career

Student barber respondents are more enthusiastic about recommending barbering as a career for young men and women than all other practicing barbers. Eighty percent of the student respondents stated that they recommend barbering to young men and women, while that percentage becomes progressively lower with the advanced status of barbers.

Table 10 evaluates all responses to the question. Do the results of this question imply that as a barber grows in experience he becomes more discouraged with the satisfaction and rewards of his work? Surely changes need to be made in order to improve the attitudes of barbers toward their work.

Unified Training and Licensing of Cosmetologists and Barbers

The majority of the student respondents favored unification of training and licensing of barbers and cosmetologists. They also were in favor of barbers and cosmetologists working in the same shop. From this data compiled in Tables 11 and 12, one might assume that if the young barbers established future trends, cosmetology and barbering will become one profession.

Changes in Wisconsin Barber Law

Seven tables have been prepared to illustrate all barber respondents' opinions on law changes. The results shown on these tabulations may be helpful in providing guidelines for future changes in the law. The stu-

dent barber responses probably indicated unfamiliarity with the legal problems of barbering and thus few changes were advocated.

Summary

Student barbers in Wisconsin are young and have much enthusiasm toward their work. Male students outnumbered the females by a ratio of 5.4 to 1, and white students exceeded the blacks by an 8.7 to 1 ratio.

A total of 94.3% of the students are high school graduates or have attended college, which indicates a high educational standard for barbers.

Enjoyment of work appears to be most important to the students who do not make excessive wage demands.

Interests of student barbers appear to lean toward "specialized work," thus one might expect greater similarity or sameness of barber and cosmetology training in the future.

STATE OF WISCONSIN
Barber Survey
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Barber Respondents' Opinions on Subjects that may Not be Needed in the Barber Training Program

	70 Students	115 Apprentices	54 Journeymen	1,393 Masters	1,632 Total
Hair Singeing	21 - 30.0%	62 - 53.9%	33 - 61.0%	816 - 58.6%	932 - 57.1%
Light Therapy	21 - 30.0%	36 - 31.3%	27 - 50.0%	603 - 43.3%	687 - 42.1%
Chemistry	33 - 47.1%	40 - 34.8%	17 - 31.5%	498 - 35.8%	588 - 36.0%
Anatomy and Physiology	9 - 12.9%	37 - 32.1%	5 - 9.2%	356 - 25.6%	407 - 24.9%
Shaving	3 - 4.3%	16 - 13.9%	15 - 27.8%	238 - 17.1%	272 - 16.7%
Honing and Stropping	4 - 5.7%	13 - 11.3%	29 - 53.7%	208 - 14.9%	254 - 15.6%
Bacteriology	4 - 5.7%	14 - 12.2%	5 - 9.3%	197 - 14.1%	220 - 13.5%
Facials	1 - 1.4%	2 - 1.7%	3 - 5.6%	136 - 9.8%	142 - 8.7%
Bookkeeping	20 - 28.6%	9 - 7.8%	7 - 13.0%	103 - 7.4%	139 - 8.5%
Skin Diseases	1 - 1.4%	3 - 2.6%	1 - 1.9%	80 - 5.7%	85 - 5.2%
Scalp Treatments	1 - 1.4%	2 - 1.7%	1 - 1.9%	74 - 5.3%	78 - 4.8%
Salesmanship	7 - 10.0%	2 - 1.7%	1 - 1.9%	60 - 4.3%	70 - 4.3%

TABLE 11

STATE OF WISCONSIN
Barber Survey
June, 1972

Responses to Question: Do you recommend that young men and women choose barbering as a career?

	Students	Apprentices	Journeymen	Masters	Total
Yes	56 (80.0%)	66 (57.4%)	20 (37.0%)	509 (36.5%)	651 (39.9%)
No	11 (15.7%)	43 (37.4%)	28 (51.9%)	741 (53.2%)	823 (50.4%)
No Comment	3 (4.3%)	6 (5.2%)	6 (11.1%)	143 (10.3%)	158 (9.7%)
Totals	70	115	54	1,393	1,632

TABLE 12

STATE OF WISCONSIN
Barber Survey
June 1972

Responses to Question: Do you believe barbers and cosmetologists should be permitted to work in the same shop?

	Students	Apprentices	Journeymen	Masters	Total
Yes	41 (59.0%)	45 (39.0%)	21 (39.0%)	445 (32.0%)	552 (33.8%)
No	28 (40.0%)	68 (59.0%)	32 (59.0%)	870 (62.4%)	998 (61.2%)
No Comment	1 (1.0%)	2 (2.0%)	1 (2.0%)	78 (5.6%)	82 (5.0%)
Totals	70	115	54	1,393	1,632

TABLE 13

STATE OF WISCONSIN
Barber Survey
June 1972

Responses to Question: Do you believe that barbers and cosmetologists should have a unified training program and both have a standard license permitting them to serve both men and women?

	Students	Apprentices	Journeymen	Masters	Total
Yes	37 (53.0%)	52 (45.0%)	31 (58.0%)	610 (43.8%)	730 (44.7%)
No	31 (44.0%)	61 (53.0%)	23 (42.0%)	698 (50.1%)	813 (49.8%)
No Comment	2 (3.0%)	2 (2.0%)	0	85 (6.1%)	89 (5.5%)
Totals	70	115	54	1,393	1,632

TABLE 14

STATE OF WISCONSIN
Barber Survey
June 1972

Barber Respondents' Opinions on Possible Changes in Barber Law:
Full-Time Barber School Training

	Students	Apprentices	Journeymen	Masters	Total
More Time	19 (27.1%)	41 (35.6%)	15 (27.8%)	387 (27.8%)	462 (28.3%)
Less Time	12 (17.1%)	11 (9.6%)	5 (9.2%)	37 (2.7%)	65 (3.9%)
No Change	37 (52.9%)	62 (53.9%)	34 (63.0%)	893 (64.1%)	1,026 (62.9%)
No Comment	2 (2.9%)	1 (.9%)	0	76 (5.4%)	79 (4.8%)
Totals	70	115	54	1,393	1,632

TABLE 15

STATE OF WISCONSIN
Barber Survey
June 1972

Barber Respondents' Opinions on Possible Changes in Barber Law:

Apprentice Training Period

	Students	Apprentices	Journeymen	Masters	Total
More Time	1 (1.4%)	4 (3.4%)	5 (9.3%)	199 (14.3%)	209 (12.8%)
Less Time	46 (65.7%)	77 (67.0%)	33 (61.1%)	256 (18.4%)	412 (25.2%)
No Change	21 (30.0%)	33 (28.7%)	16 (29.6%)	864 (62.0%)	934 (57.2%)
No Comment	2 (2.9%)	1 (.9%)	0	74 (5.3%)	77 (4.7%)
Totals	70	115	54	1,393	1,632

TABLE 16

STATE OF WISCONSIN
Barber Survey
June 1972

Barber Respondents' Opinions on Possible Changes in Barber Law:

Educational Requirements

	Students	Apprentices	Journeymen	Masters	Total
Higher	12 (17.1%)	50 (43.5%)	23 (42.6%)	668 (48.0%)	753 (46.1%)
Lower	4 (5.7%)	6 (5.2%)	0	22 (1.6%)	32 (2.0%)
No Change	52 (74.3%)	58 (50.4%)	31 (57.4%)	630 (45.2%)	771 (47.2%)
No Comment	2 (2.9%)	1 (.9%)	0	73 (5.2%)	76 (4.7%)
Totals	70	115	54	1,393	1,632

TABLE 17

STATE OF WISCONSIN
Barber Survey
June 1972

Barber Respondents' Opinions on Possible Changes in Barber Law:

Licensing Standards

	Students	Apprentices	Journeymen	Masters	Total
Higher	5 (7.1%)	15 (13.0%)	15 (27.8%)	429 (30.8%)	464 (28.4%)
Lower	17 (24.3%)	13 (11.3%)	8 (14.8%)	40 (2.9%)	78 (4.8%)
No Change	46 (65.7%)	85 (73.9%)	30 (55.5%)	850 (61.0%)	1,011 (62.0%)
No Comment	2 (2.9%)	2 (1.7%)	1 (1.9%)	74 (5.3%)	79 (4.8%)
Totals	70	115	54	1,393	1,632

TABLE 18

STATE OF WISCONSIN
Barber Survey
June 1972

Barber Respondents' Opinions on Possible Changes in Barber Law:

Sanitary Standards of Shops

	Students	Apprentices	Journeymen	Masters	Total
Higher	36 (51.4%)	58 (50.4%)	31 (57.4%)	583 (41.9%)	708 (43.4%)
Lower	0	0	0	2 (.1%)	2 (.1%)
No Change	31 (44.3%)	55 (47.8%)	23 (42.6%)	745 (53.5%)	854 (52.3%)
No Comment	3 (4.3%)	2 (1.7%)	0	63 (4.5%)	68 (4.2%)
Totals	70	115	54	1,393	1,632

TABLE 19

STATE OF WISCONSIN
Barber Survey
June 1972

Barber Respondents' Opinions on Possible Changes in Barber Law:

Penalties for Violations

	Students	Apprentices	Journeymen	Masters	Total
Higher	14 (20.0%)	61 (53.0%)	22 (40.7%)	723 (51.9%)	820 (50.3%)
Lower	6 (8.6%)	6 (5.2%)	1 (1.9%)	7 (.5%)	20 (1.2%)
No Change	46 (65.7%)	47 (40.9%)	31 (57.4%)	573 (41.1%)	697 (42.7%)
No Comment	4 (5.7%)	1 (.9%)	0	90 (6.5%)	95 (5.8%)
Totals	70	115	54	1,393	1,632

TABLE 20

STATE OF WISCONSIN
Barber Survey
June 1972

Barber Respondents' Opinions on Possible Changes in Barber Law:

License Fees

	Students	Apprentices	Journeymen	Masters	Total
Higher	1 (1.4%)	0	3 (5.6%)	57 (4.1%)	61 (3.7%)
Lower	29 (41.4%)	39 (33.9%)	23 (42.6%)	351 (25.2%)	442 (27.1%)
No Change	37 (52.9%)	75 (65.2%)	28 (51.8%)	908 (65.2%)	1,048 (64.2%)
No Comment	3 (4.3%)	1 (.9%)	0	77 (5.5%)	81 (5.0%)
Totals	70	115	54	1,393	1,632

TABLE 21

STATE OF WISCONSIN
Barber Survey
June 1973

EVALUATION OF THE RESPONSES TO THE WISCONSIN APPRENTICE BARBER QUESTIONNAIRE

Age of Apprentice Barber Respondents

Age	Number	Percent
Under 21	24	20.9%
21-25	63	54.8%
26-30	14	12.2%
31-35	4	3.5%
36-40	3	2.6%
41-45	3	2.6%
46-50	0	0
51-55	2	1.7%
56-60	2	1.7%
	115	100%

Interest in barbering as a career by younger persons is evident when 87 (75.7%) of the respondents are less than 26 years of age. Despite the younger age trend for barber apprentices, 14 (12.1%) of the respondents are between 31 and 60 years of age.

Summarized Tabulation

187 Apprentice Barbers
115 Responded to Survey (61.5%)

Of those apprentices who responded, the following results were obtained regarding preapprenticeship school attendance:

WISCONSIN BARBER SCHOOL GRADUATES

Milwaukee	27	(23.5%)
Green Bay	22	(19.1%)
Eau Claire	17	(14.8%)
Madison	15	(13.0%)
TOTAL	81	(70.4%)

Apprentices without previous training TOTAL 12 (10.4%)
Apprentices trained outside of United States

USSR	1	
South America	1	
Yugoslavia	1	
TOTAL	3	(2.6%)

OUT-OF-STATE SCHOOL TRAINING

Rockford, Illinois	6
East Moline, Illinois	3
Davenport, Iowa	2
Champaign, Illinois	1
Chicago, Illinois	1
Little Rock, Arkansas	1
Los Angeles, California	1
Memphis, Tennessee	1
Nashville, Tennessee	1
Phoenix, Arizona	1
St. Paul, Minnesota	1
TOTAL	19 (16.5%)

With 34 of the 115 respondents (29.6 percent) having been trained in another state or country or having no previous training before being indentured, this may indicate a need for more preapprenticeship barber classes in Wisconsin in the future.

Distribution in Dates of Indenture

Apprentice barber respondents were indentured from 1967 to 1972 as follows:

Year Indentured	Number	Percent
1967	1	.9%
1969	21	18.3%
1970	39	33.9%
1971	31	27.0%
1972	9	7.8%
No Comment	14	12.1%
	115	100%

Lifetime Career

A lifetime career of barbering is planned by 85 (73.9%) of the apprentice respondents while 25 (21.7%) do not intend to make a career of barbering. Five (4.3%) apprentices did not comment on the question.

Income

Only 54 (47%) of the apprentice barber respondents are satisfied with their incomes while 61 (53%) no doubt would like higher incomes.

Annual Income of Apprentice Barbers

Apprentices Indentured	187
Questionnaires Returned	115
Income Responses	76

Income Stated on Questionnaires:

Under $3,000	2	=	3%
$3,000-$3,999	5	=	7%
$4,000-$4,999	17	=	22%
$5,000-$5,999	17	=	22%
$6,000-$6,999	16	=	21%
$7,000-$7,999	15	=	20%
$8,000-$8,999	2	=	3%
$9,000-$9,500	2	=	3%

A total of 85 percent of the apprentices who stated their annual incomes, indicated earnings between $4,000 and $7,999 annually. Incomes below $3,999 were indicated by 10 percent, while only 6 percent of the respondents earned more than $8,000 annually.

Weekly Gross Income

The opinions of the apprentice barber respondents on the weekly gross incomes, show an interesting variation of views. A tabulation of this opinion question is as follows:

Income Opinion	Number	Percent
Less than $80	17	14.8%
$80-$89	21	18.3%
$90-$99	23	20.0%
$100-$109	13	11.3%
$110-$119	16	13.9%
More than $119	16	13.9%
No Comment	9	7.8%
	115	100%

When comparing the opinions stated above with the actual incomes stated by 76 (66%) of the respondents, one might assume that those apprentices with lower incomes were not inclined to comment on their annual incomes.

A total of 24 (31.6%) of the 76 respondents listed incomes of less than $5,000 annually, while 61 (53.1%) are of the opinion that the weekly gross income of apprentice barbers is below $100.

On the upper income levels the reverse trend is apparent. A total of 52 (68.4%) of the 76 listed incomes over $5,000 annually while only 45 (39.1%) of the respondents are of the opinion that weekly incomes exceed $100.

BARBER SHOP OWNERSHIP

Despite the low income trend of apprentice barbers, a total of 79 (68.7%) of the respondents intend to own their own barber shop in the future. Only 26 (22.6%) do not intend to own a shop. Ten (8.7%) of the respondents did not comment on the future shop ownership question.

SUMMARY

Wisconsin barber apprentices are young, generally dissatisfied with their incomes, intend to make a lifetime career of barbering and own their own shops. Opinions are divided in reference towards advanced education beyond apprenticeship.

EDUCATION GOALS

After completing the barber apprenticeship program, a total of 53 (461.%) of the respondents stated that they expect to continue in school for further education. No further education is planned by 60 (52.2%) of the respondents. Two of the apprentices (1.7%) made no comment to the question.

Plans to eventually earn a college degree were stated by 13 (11.3%) of the respondents, while 94 (81.7%) do not intend to graduate from college. No comments were made by 8 (7%) of the respondents toward earning a college degree.

Distribution in Dates of Indenture

Apprentice barber respondents were indentured from 1967 to 1972 as follows:

Year Indentured	Number	Percent
1967	1	.9%
1969	21	18.3%
1970	39	33.9%
1971	31	27.0%
1972	9	7.8%
No Comment	14	12.1%
	115	100%

Lifetime Career

A lifetime career of barbering is planned by 85 (73.9%) of the apprentice respondents while 25 (21.7%) do not intend to make a career of barbering. Five (4.3%) apprentices did not comment on the question.

Income

Only 54 (47%) of the apprentice barber respondents are satisfied with their incomes while 61 (53%) no doubt would like higher incomes.

ANNUAL INCOME OF APPRENTICE BARBERS

Apprentices Indentured	187
Questionnaires Returned	115
Income Responses	76

INCOME STATED ON QUESTIONNAIRES:

Under $3,000	2	=	3%
$3,000-$3,999	5	=	7%
$4,000-$4,999	17	=	22%
$5,000-$5,999	17	=	22%
$6,000-$6,999	16	=	21%
$7,000-$7,999	15	=	20%
$8,000-$8,999	2	=	3%
$9,000-$9,500	2	=	3%

A total of 85 percent of the apprentices who stated their annual incomes, indicated earnings between $4,000 and $7,999 annually. Incomes below $3,999 were indicated by 10 percent, while only 6 percent of the respond-

Journeyman Barbers

Evaluation of the Journeyman Barber questionnaire provided the following information on the age of the 54 respondents:

Age	Number	Percent
21-24	24	44.4%
25-29	21	38.9%
30-34	5	9.3%
35-39	1	1.8%
40-44	1	1.8%
45-49	1	1.8%
Over 65	1	1.8%
	54	99.8%

A total of 17 (31.5%) of the Journeymen respondents are not barbering and a statement of their work is listed. Of the 17, only 7 (41.2%) stated that they were interested in barbering full time in the future. A total of 27 (50%) of the Journeymen respondents stated that they intend to own their own shop in the future.

Journeyman Barber Questionnaire

Barber school attended by 54 Journeyman barber respondents:

Wisconsin Schools:

Milwaukee Area Technical College	13 (24.1%)
Eau Claire	10 (18.5%)
Madison Area Technical College	7 (12.9%)
Green Bay	6 (11.1%)
Wisconsin schools:	36 (66.6%)

Out-of-state barber schools:

Rockford Barber College - Rockford, Illinois	5 (9.3%)
Lincoln Barber College - Rockford, Illinois	4 (7.4%)
Moler Barber College - Chicago, Illinois	3 (5.6%)
Madison Barber College - Rock Island, Illinois	2 (3.7%)
Jacksonville Barber College - Jacksonville, Florida	1 (1.9%)
Waterloo Barber College - Waterloo, Iowa	1 (1.9%)
Out-of-state schools:	16 (29.6%)

No barber school training 2 (3.7%)

This tabulation again indicates the possible need for training more student barbers in Wisconsin. Eighteen (33.3%) of the Journeyman barber respondents were trained outside Wisconsin or had no previous training.

STATE OF WISCONSIN
Barber Survey
June 1972

Occupations of 17 (31.5%) Journeyman barber respondents who are licensed but not barbering.

Salesman	2
Factory Worker	2
Fuel Distributor	1
Nursing Home Administrator	1
Laborer	1
Warehouse Worker	1
Contractor	1
Cheesemaker	1
Grocery Clerk	1
Assistant Manager	1
Dairying	1
Sewerage Treatment Worker	1
Student	1
No Comment	2
TOTAL	17

STATE OF WISCONSIN

Barber Survey

June 1972

Work Status of Journeyman and Master Barber Respondents

	Journeymen	Masters	Total
Barbering Full Time	34 (63%)	1,045 (75%)	1,079 (74.6%)
Barbering Part Time	3 (5.5%)	161 (11.6%)	164 (11.3%)
Licensed but Not Barbering	17 (31.5%)	181 (13%)	198 (13.7%)
No Comment	0	6 (.4%)	6 (.4%)
Totals	54	1,393	1,447

TABLE 22

Annual incomes were stated by 25 (46.3%) of the Journeymen respondents. An income range was listed from $3,000 to $9,000 with 18 (33.3%) stating an income range between $5,000 and $6,000. Only 2 (3.7%) listed incomes between $8,000 and $9,000.

Summary Statements
Master Barber Survey

Responses	1393
Master Barbers	3835

Age of Master Barbers

A total of 61% of the Master Barbers participating in the survey were between 21 and 49 years of age, while 38% or a total of 521 of the barbers are over 50 years of age.

The oldest barber indicated his age at 96 and stated that he still works part-time.

Records indicate that more than 1250 of the Wisconsin Master Barbers are over 60 years of age, and of this group, 315 responded to the survey questionnaires.

On the basis of this information, one may conclude that more than 30% of the Wisconsin barbers are near retirement and will need to be soon replaced with barbers trained in the new specialized barbering skills.

Summary Statements
Master Barber Survey

Responses	1393
Master Barbers	3835

Age of Master Barbers

A total of 61% of the Master Barbers participating in the survey were between 21 and 49 years of age, while 38% or a total of 521 of the barbers are over 50 years of age.

The oldest barber indicated his age at 96 and stated that he still works part-time.

Records indicate that more than 1,250 of the Wisconsin Master Barbers are over 60 years of age, and of this group, 315 responded to the survey questionnaires.

On the basis of this information, one may conclude that more than 30% of the Wisconsin barbers are near retirement and will need to be soon replaced with barbers trained in the new specialized barbering skills.

Master Barbers

Master barber respondents listed the following ages:

Age	Number	Percent
21-24	14	1.0%
25-29	170	12.2%
30-34	204	14.6%
35-39	185	13.3%
40-44	166	11.9%
45-49	119	8.5%
50-54	100	7.2%
55-59	106	7.6%
60-64	119	8.5%
65-69	115	8.3%
Over to	81	5.8%
No comment	14	1.0%
	1,393	99.9%

When comparing the above data with the actual age information of all licensed Master Barbers in Wisconsin, one must conclude that the younger barbers participated in the study and the older barbers failed to return the questionnaires.

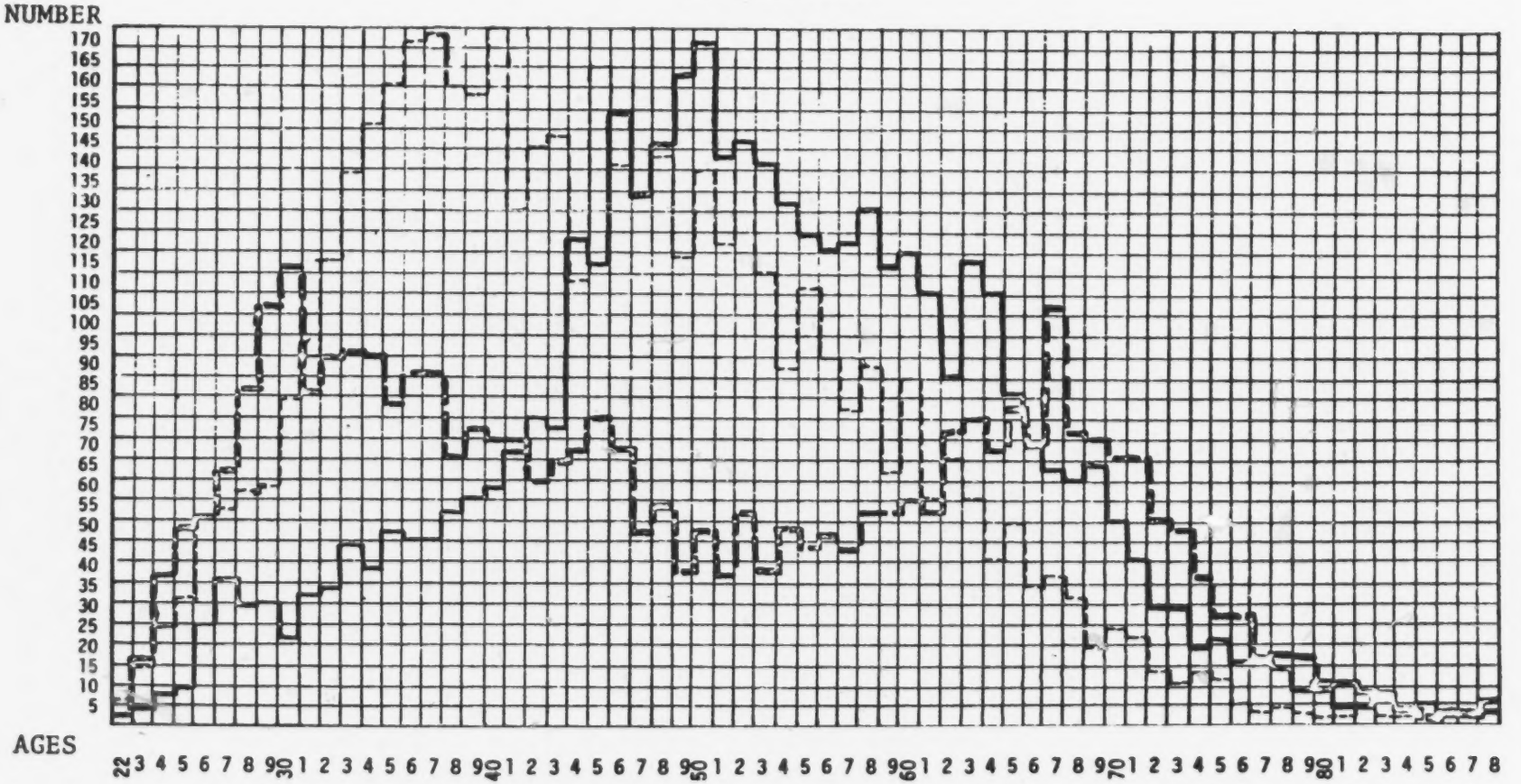
The information on actual ages of 3,457 Master Barbers, with 223 not recorded, was provided by the Barber Section of the Wisconsin Department of Health and Social Services. A breakdown of this information is as follows:

Age	Number	Percent
22-24	54	1.6%
25-29	349	10.1%
30-34	465	13.5%
35-39	389	11.3%
40-44	333	9.6%
45-49	279	8.1%
50-54	221	6.4%
55-59	238	6.9%
60-64	321	9.3%
65-69	389	11.3%
70-74	265	7.7%
75-79	105	3.0%
80-84	36	1.0%
85-89	10	.3%
90-94	2	.06%
95-97	1	.02%
	3,457	100.2%

On December 1, 1972, a total of 808 (23.4%) of the Wisconsin Master Barbers were 65 years of age or older.

When comparing this age information with that of the 1954 study, one notices a sharp increase of all ages over 66 while there is a decrease in the number of barbers in the 40 to 59 year-age group. This is illustrated in the age charts.

GRAPH SHOWING DISTRIBUTION OF BARBERS BY AGES
IN WISCONSIN



------1941- Dallas S. Moser- 4779 Tabulated-approximately 700 Not Tabulated.
Average age 45 years 4 Mos. 39% Under 41 61% Over 40 11% Over 60

———1954- Marvin W. Vircks- 4040 Tabulated- 270 Not Tabulated.
Average age 51 years 9.2 months 14.4% under 41 85.6% 40 and older 35.1% over 60

– – –1972- Barber Section- 3457 Tabulated- 223 Not Tabulated.

TABLE 23

1954 DISTRIBUTION OF 4040 BARBERS BY AGES (267 Not Tabulated)

1972 DISTRIBUTION OF 3457 BARBERS BY AGES (223 Not Tabulated)

YEAR	AGES	NO.
1954	22-29	142
1972	" "	403
1954	30-39	383
1972	" "	854
1954	40-49	1083
1972	" "	612
1954	50-59	1283
1972	" "	459
1954	60-69	859
1972	" "	710
1954	70-79	255
1972	" "	370
1954	80-89	35
1972	" "	46
1972	90-97	3

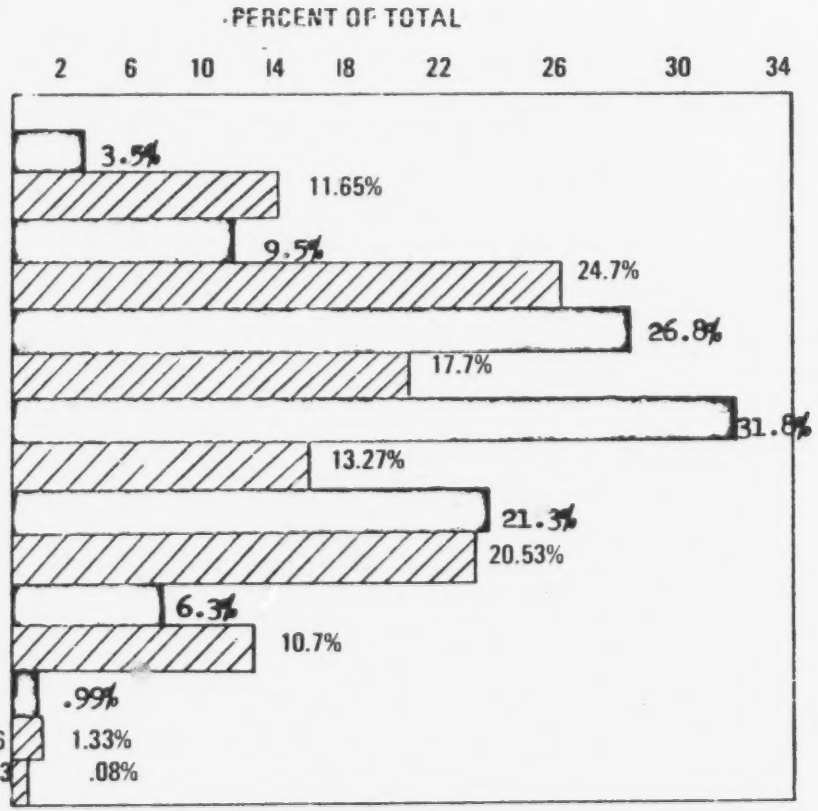


TABLE 24

A substantially high percentage of the Wisconsin Master Barbers have attended a barber school or college and Table 25 illustrates the school attendance of apprentice, Journeymen and Master Barbers. This information indicates that it may be well that all future barbers be required to be graduates of an approved barber school.

STATE OF WISCONSIN
Barber Survey
June 1972

Respondents' replies to barber school attendance questions:

Did you attend a full-time barber school or college?

	Apprentices	Journeymen	Masters	Total
Yes	103 (89.6%)	52 (96.3%)	1,116 (80.1%)	1,271 (81.4%)
No	12 (10.4%)	2 (3.7%)	259 (18.6%)	273 (17.5%)
No Comment	0	0	18 (1.3%)	18 (1.1%)
				1,562

Did you graduate from barber school?

	Apprentices	Journeymen	Masters	Total
Yes	103 (89.6%)	49 (90.7%)	1,061 (76.2%)	1,213 (77.7%)
No	11 (9.6%)	4 (7.4%)	240 (17.2%)	255 (16.3%)
No Comment	1 (.8%)	1 (1.9%)	92 (6.6%)	94 (6.0%)
				1,562

TABLE 25

Frequency of Shop Visits

The study on the frequency of barber shop visits by the public revealed that 652 (41.8%) of the respondents' patrons visit their shops at four to eight-week intervals. The low income of barbers may be doubled if patrons would visit the shops every two to four weeks. (See Table 26)

TRADE EXTENSION CLASSES

Interest in Trade Extension classes was shown by a substantial number of all barbers participating in the study. Table 27 provides a complete breakdown of all the special courses requested.

CONSOLIDATION OF BARBERS AND COSMETOLOGISTS

A very important finding of the survey revealed that 1,393 (83.5%) of the respondents are of the opinion that the status of Wisconsin barbers may be upgraded by providing them with training in the arts and skills of Cosmetology. Table 28 substantiates the statement and reveals that the younger barbers show greater interest in the combined skills.

STATE OF WISCONSIN
Barber Survey
June 1972

Responses to Question: How often does the average patron visit your shop for service?

	Apprentices	Journeymen	Masters	Total
Every two weeks or less	9 (7.8%)	0	22 (1.6%)	31 (2.0%)
From two to four weeks	58 (50.4%)	20 (37.0%)	569 (40.8%)	647 (41.4%)
From four to eight weeks	44 (38.3%)	22 (40.7%)	586 (42.1%)	652 (41.8%)
Less than six times a year	0	2 (3.7%)	31 (2.2%)	33 (2.1%)
No comment	4 (3.5%)	10 (18.5%)	185 (13.3%)	199 (12.7%)
Totals	115	54	1,393	1,562

TABLE 26

STATE OF WISCONSIN
BARBER SURVEY
MAY 1972

If the Wisconsin Vocational, Technical and Adult Schools in your area offered advanced training classes or seminars on an evening basis for barbers, check the courses that you would be interested in attending.

TOTAL RESPONDENTS 115 54 1393 1562

	APPRENTICES		JOURNEYMEN		MASTERS		TOTAL RESPONDENTS	
COURSE	NUMBER	PERCENTATE	NUMBER	PERCENTAGE	NUMBER	PERCENTAGE	TOTAL	PERCENTAGE
Hair Styling	97	84%	45	84%	960	69%	1102	70.6 %
Facials	17	15%	3	6%	77	5.5%	97	6.3 %
Hair Coloring	69	60%	30	55%	581	41.8%	680	43.5 %
Hair Relaxing	50	44%	21	39%	349	25%	420	26.9 %
Salesmanship	49	43%	15	27%	322	23.2%	386	24.74%
Business Management	48	42%	23	43%	380	27.3%	451	28.9 %
Scalp Treatments	28	24%	9	17%	189	13.6%	226	14.5 %
Shaving	7	6%	4	7.5%	39	2.8%	50	3.21%
Hair Pieces	78	68%	38	71%	689	49.5%	795	50.9 %
Hair Conditioning	63	55%	19	35%	504	36.2%	586	37.52%
Beard and Mustache Trimming and Styling	49	43%	23	44%	362	26%	434	27.8 %

TABLE 27

STATE OF WISCONSIN
BARBER SURVEY
MAY 1972

Do you believe the status of Wisconsin barbers may be upgraded by providing them with more training and practice in hair styling, hair coloring, hair relaxing or straightening, hair conditioning and women's haircutting, shaping and styling?

NUMBER WHO RESPONDED		YES	PERCENTAGE	NO	PERCENTAGE	NO COMMENT	PERCENTAGE
Students	70	65	93%	4	6%	1	1%
Apprentices	115	109	95%	5	4.3%	1	.8%
Journeymen	54	51	94%	3	6%	0	0%
Masters	1393	1138	81.7%	154	11%	101	7.3%
TOTAL	1632	1362	83.5%	167	10.2%	103	6.3%

TABLE 28

Fewer Barbers

The decline in the number of barbers through the years is revealed in Table 29. Page 9 of the book "Barbering in Wisconsin 1954" also provides data on the number of barbers licensed in Wisconsin since 1916. It is noted that the highest number of barbers licensed in Wisconsin was during the Great Depression years from 1928 to 1933. One may question the reason for this large number (6,200) of barbers existing at that time while barbers are experiencing difficulties today in a time of affluence and high population in the state. (See Appendix III)

STATE OF WISCONSIN

DEPARTMENT OF HEALTH AND SOCIAL SERVICES

Barber Section

Statistics

	Apprentice Barbers	Student Barbers	Journeyman Barbers	Master Barbers	Shop Managers	Licensed Barber Instructors	Deceased	Barber Shops		
								Milw.	State	Total
6/ 1/56	268		97	4,364	3,086	9	44	477	1,859	2,336
6/ 1/58	297	72	160	4,275	3,101	9	38	453	1,790	2,243
6/ 1/59	340	70	147	4,258	3,101	9	64	470	1,786	2,256
6/ 6/60	381	72	127	4,214	3,210	9	68	465	1,796	2,261
6/ 1/61	423	73	183	4,193	3,112	13	65	440	1,816	2,256
10/15/62	489	71	162	4,172	3,149	17	63	417	1,799	2,216
6/ 1/63	461	70	154	4,188	3,251	20	45	417	1,846	2,263
6/ 1/65	442	98	210	4,174	3,196	24	55	430	1,837	2,267
6/ 1/66	450	94	174	4,174	3,190	27	86	410	1,824	2,234
6/ 1/67	358	100	168	4,152	3,246	31	58	400	1,810	2,210
6/ 1/68	341	97	219	4,061	3,185	31	49	354	1,748	2,102
7/ 1/69	356	96	215	4,023	3,251	37	93	365	1,741	2,106
7/ 1/70	289	91	191	4,020	3,095	36	57	358	1,736	2,094
7/ 1/71	203	57	187	3,805	3,023	41	72	340	1,707	2,047
7/ 1/72	203	56	166	3,698	2,969	37	71	323	1,655	1,978

TABLE 29

Annual Income of Master Barber Respondents

Income	Number	Percentage of Respondents
$2,000-$2,999	53	6.9%
$3,000-$3,999	20	2.6%
$4,000-$4,999	16	2.1%
$5,000-$5,999	58	7.5%
$6,000-$6,999	77	10.0%
$7,000-$7,999	121	15.7%
$8,000-$8,999	141	18.3%
$9,000-$9,999	97	12.6%
$10,000-$11,999	134	17.4%
$12,000 or more	53	6.9%
Total Respondents	770	
No Comment	623	
	1,393	

Annual income statements were made by 770 (55.3%) of the respondents and 623 (44.7%) did not choose to answer the question.

The annual income of the respondents, which is tabulated above, may be summarized in three categories as follows:

Income	Number	Percentage
Below $7,000	224	29.1%
Between $7,000 & $9,999	359	46.6%
Over $10,000	187	24.3%
	770	100%

On the basis of the information above, one might question the annual incomes of the 623 respondents who did not answer the question. Shall one assume that they are in the lower income brackets and need help from the Vocational, Technical and Adult Schools in order to improve their status? What is the income status of the 2,442 (63.7%) of the Master Barbers who did not respond to the survey? It appears that much more work needs to be done in order to attain an accurate evaluation of the problems of Wisconsin barbers.

SHOP OWNERS

Age of Shop Owner Respondents

Age	Number	Percent
21-29	81	8.7%
30-39	249	26.8%
40-49	228	24.5%
50-59	165	17.8%
60-64	77	8.3%
Over 65	105	11.3%
No Comment	24	2.6%
	929	100%

Size of Barber Shops

With 4,180 licensed barbers in Wisconsin (not including students) and 2,047 barber shops in the state, one might assume that each shop has an average of 2.04 barbers. This, of course, is not true because the survey revealed that 121 Wisconsin Master Barbers live outside of the state. Many are retired or not barbering, so the average is less than two barbers per shop.

The 929 shop owners responding to the survey listed the size of their shops by employees as follows:

Size of Shop	Number	Percentage
1 Chair	390	42.0%
2 Chairs	370	39.8%
3 Chairs	131	14.1%
4 Chairs	31	3.3%
5 Chairs	6	.6%
6 Chairs	1	.1%
	929	99.9%

The barber shop owners responding to the survey listed 670 employees as follows:

	Number	Percent
Full-time barbers	539	80.4%
Part-time barbers	131	19.6%
	670	100%

Apprentice Employment

Respondents stated that they employed 403 apprentices during the past six years with 340 of them successfully completing the apprenticeship training. Only 125 of the 929 respondents (13.5%) presently employ apprentices.

At the time of the survey, the 2,047 barber shops in Wisconsin employed 187 apprentices. Thus 9.1% of the shops actually employ apprentices, while 447 (48.1%) of the respondents favored employing apprentices.

Wisconsin barber schools were listed by 539 (58.0%) of the respondents as the place to secure their next apprentice.

Years Established in One Location

Respondents listed the period of time that they owned their shops in their present location as follows:

Time	Number	Percentage
Less than one year	64	6.9%
Between 1 & 5 years	262	28.2%
Between 6 & 10 years	203	21.8%
Between 11 & 15 years	141	15.2%
Between 16 & 20 years	90	9.7%
More than 20 years	157	16.9%
No Comment	12	1.3%
	929	100%

DEPARTMENT OF HEALTH AND SOCIAL SERVICES

Barber Section

Statistics

	Apprentice Barbers	Student Barbers	Journeyman Barbers	Master Barbers	Shop Managers	Licensed Barber Instructors	Deceased	Barber Shops Milw.	Barber Shops State	Barber Shops Total
6/ 1/56	268		97	4,364	3,086	9	44	477	1,859	2,336
6/ 1/58	297	72	160	4,275	3,101	9	38	453	1,790	2,243
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6/ 1/65	442	98	210	4,174	3,196	24	55	430	1,837	2,267
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6/ 1/67	358	100	168	4,152	3,246	31	58	400	1,810	2,210
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7/ 1/71	203	57	187	3,805	3,023	41	72	340	1,707	2,047
7/ 1/72	203	56	166	3,698	2,969	37	71	323	1,655	1,978

TABLE 29

Age of Shop Equipment

Age	Number	Percent
1-4 years	126	13.6%
5-9 years	203	21.9%
10-14 years	193	20.8%
15-19 years	79	8.5%
20-29 years	101	10.9%
More than 30 years	111	11.9%
No Comment	116	12.4%
	929	100%

The need for barbers to renovate or modernize their shops may be evident in the fact that 291 (31.3%) of the 929 respondents own shops with equipment that is more than 15 years old. The percentage is even greater (35.8%) when it is compared with the 813 that listed the age of their barber chairs and workstands.

Barber Shop Hours

Hours per Week	Number of Shops	Percentage
Up to 39 hours	54	5.8%
40-45	143	15.4%
46-49	203	21.9%
50-54	293	31.5%
55-59	114	12.3%
60 or more hours	76	8.2%
No Comment	46	4.9%
	929	100%

From this information one may conclude that the average hourly income of barbers is $4.00. This is derived from the $10,000 average income of Master Barbers compared with approximately 2,500 hours of shop work in a year. A shop income of $20,000 in 2,500 hours would provide an $8 hourly gross income for the shop. Is this enought

Annual Shop Income Listed by Owners Responding to Survey

$ 1,000 to $ 5,999	77	8.3%
$ 6,000 to $ 7,999	75	8.1%
$ 8,000 to $ 9,999	89	9.6%
$10,000 to $11,999	108	11.6%
$12,000 to $19,999	87	9.4%
$20,000 or More	94	10.1%
No Comment	399	43. %
Total	929	

2,047 Barber Shops in Wisconsin

A total of 45.4% of Wisconsin Barber Shop Owners participated in the survey, with only 57% of the respondents providing information on the annual income of their shops. The data provided indicates a wide range of income, and none can be considered as being excessive when one includes two- and three-chair shops.

On the basis of today's economic trend of wages and prices, it seems quite obvious that the income of barbers must be improved.

Barber Shop Prices

"Haircuts"

Price	Number	Percent
$1.00	1	.1%
1.50	10	1.1%
1.75	37	4.0%
2.00	150	16.1%
2.10	1	.1%
2.25	136	14.6%
2.50	208	22.4%
2.60	1	.1%
2.75	284	30.6%
3.00	37	4.0%
3.25	27	2.9%
3.50	3	.3%
No Comment	34	3.7%
	929	100%

The price of regular haircuts was listed by 895 (96.3%) of the shop owners responding to the survey, with the results tabulated above.

When summarizing the 895 responses on haircut prices into three categories, the following results were obtained:

Price	Number	Percent
$2.00 or less	198	22.1%
Between $2.10 & $2.75	630	70.4%
Between $3.00 & $3.50	67	7.5%
	895	100%

One may question, from the results above, whether people are correct when they say that haircut prices are "too high." If one assumes that the skilled barber takes 15 minutes to give a haircut, the $3.00 haircut would provide him with a gross income of $12.00 per hour. After deducting overhead expenses and nonproductive time, it is likely that the average barber's income may be no greater than that of unskilled workers.

Evaluation of Responses to the Wisconsin Barber Instructors' Questionnaire

Forty-one Wisconsin barbers, at the time of the survey, were licensed by the Barber Section of the Wisconsin Department of Health and Social Services as Barber Instructors.

Responses to the questionnaire were submitted by 40 of the above mentioned licensees for a return rate of 97.6%. This indicates a high degree of interest in the study by those licensed to teach future Wisconsin barbers.

Age of Instructors

The age of the licensed instructors ranged from 25 years of age to 68 years of age.

A breakdown of the ages by percentages is as follows:

25-29 - 10%	50-59 - 15%
30-39 - 40%	60-68 - 2.5%
40-49 - 25%	No Response - 7.5%

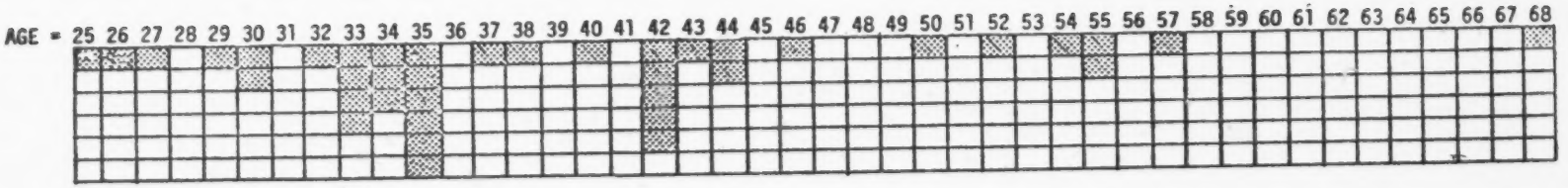
Fourteen (35%) of the 40 licensed instructors are between 30 and 35 years of age, indicating that there may be no problems in securing instructors in the event of future expansion of barber training in Wisconsin.

Sex and Ethnic Background

Only one black person and one Spanish-speaking person are licensed Wisconsin Barber Instructors, while the balance of 38 persons listed a white ethnic background, and all are males. This data may inspire those who encourage sex and racial equality to attain the qualifications for securing positions as barber instructors, in order to elevate the present status of the business.

STATE OF WISCONSIN BARBER SURVEY - JUNE 1972

AGE OF 37 LICENSED WISCONSIN BARBER INSTRUCTORS



▨ - 1 PERSON
(NO COMMENT FROM 3 PEOPLE)

TABLE 30

Education

All licensed barber instructors in Wisconsin are high school graduates, and 47.5% of them have had college training. Two (5%) of the instructors are college graduates, and 12.5% of them have had three years of college education.

A total of 42.5% of the respondents stated that they are still attending school, and 27.5% (11) of them intend to earn a college degree. An encouraging aspect of this phase of the study is the fact that 15 of the 40 persons (37.5%) stated that they probably intend to earn a college degree.

Pre-apprenticeship Barber Training

The Wisconsin Vocational, Technical and Adult Education System has provided training for 82.5% of the licensed instructors in the state, while the balance of those licensed were trained in Minneapolis, Minnesota; Rockford, Illinois; Peoria, Illinois; Denver, Colorado; and Kansas City, Missouri.

Barber Teaching Status

Barber training programs in the Wisconsin Vocational, Technical and Adult System are conducted by 12 full-time barber instructors, or 30% of those licensed in Wisconsin.

Only three (10.7%) of the group not now teaching have no intention of teaching barbering, while 12 of the 28 persons (42.9%) hope to teach barbering in the future. This information again reinforces the fact that barber instructors are, or will be, available in the event that more barbers are to be trained in the future.

Attitude Toward Private Barber Schools

Fifteen percent (6) of the 40 licensed barber instructors stated that they are in favor of private barber schools, while 77.5% expressed their opposition. Two persons did not answer the question, and one was not sure whether he favored or opposed private barber schools in Wisconsin.

With 77.5% of the licensed barber instructors opposed to private barber school operations in Wisconsin, it appears that the Wisconsin Vocational, Technical and Adult System has the responsibility of providing adequate training to barbers in order to meet the grooming needs of the men of Wisconsin.

Opinion on the Need for More Barbers in Wisconsin

Only 22.5% of the Wisconsin licensed barber instructors believe that more barbers are needed in Wisconsin, and 17.5% did not know or did not comment on the question. Thus, 60% (24) of the 40 instructors responding to the questionnaire are of the opinion that the state has an adequate number of barbers.

Does this then imply that Wisconsin should permit the continuing decline in the number of barbers while the population of the state is increasing at a rate of approximately 2% each year?

Need for More Training in Specialized Barbering Skills

A total of 35 (87.5%) of the 40 barber instructors believe that barbers need additional training in the specialized barbering skills. On the basis of this opinion, it may be well for the Wisconsin Vocational, Technical and Adult System to promote more evening trade extension classes so that the practicing barbers may learn the necessary specialized skills.

Willingness of Instructors to Teach Specialized Courses on an Evening Part-time Basis

Barber instructors participating in the survey indicated their concern for more specialized training by expressing willingness to teach evening classes. A total of 31 (77.5%) stated that they would be willing to teach evening classes.

The courses that the respondents expressed a willingness to teach are as follows:

Salesmanship - 23 Business Management - 23	57.5%
Hair Conditioning - 21	52.5%
Facials - 19 Shaving - 19 Beard and Mustache Trimming and Styling - 19	47.5%
Scalp Treatments - 18 Hair Coloring - 18	45%
Hair Styling - 17 Hair Relaxing - 17	42.5%
Hair Pieces - 11	27.5%

The modesty of the barber instructors regarding their qualifications in teaching specialized skills was surprisingly evident when the highest percentage (57.5%) expressed willingness to teach Business Management and Salesmanship courses. Smaller percentages offered to teach courses in Hair Coloring, Hair Styling, and Hair Pieces.

Opinions on the Need for Additional Barber Schools in Wisconsin

The barber instructors' opinion that Wisconsin has an adequate number of barbers was again verified when 27 of the instructors (67.5%) stated that there is no need for additional barber schools in Wisconsin. Those who expressed opinions on the need for more barber schools in Wisconsin (17.5%) were divided between the south and central parts of the state needing an additional school.

Opinion on Barber Instructors' Salaries

Ninety-five percent of the Wisconsin barber instructors participating in the survey willingly stated their opinions on the annual salaries of barber instructors as follows:

$5,000 to $9,000	4	10%
$10,000 to $14,000	22	55%
$15,000 to $19,000	11	27.5%
More than $20,000	1	2.5%
No Comment	2	5%

Validity of the Wisconsin State Barber Instructor Examination

Divided opinions were shown on the question that asked whether the state barber instructor examination adequately determined a barber's qualifications for teaching barbers. Results of the question are as follows:

Yes	16	40%
No	17	42.5%
Don't Know	5	12.5%
No Comment	2	5%
Total	40	

This nearly-split response to the question may indicate that more qualified individuals should probably be consulted on the determination of a barber's ability to do a good job of teaching barber students in specialized skills.

Summary

Barber instructors and those licensed to teach barbering in Wisconsin show interest and concern for the future of barbering and are willing to help improve the barber's status.

Licensed instructors are available for possible future job openings, and their annual salary demands do not appear to be unreasonable.

The majority of those participating in this study are of the opinion that the Wisconsin Vocational, Technical and Adult System should continue to assume the responsibility of training new barbers and retraining practicing barbers in the new specialized skills.

Belief in the value of advanced education on the part of the barbering instructors is evident in the fact that many of them are still taking college courses and intend to earn a college degree.

Despite the fact that a number of the barber instructors are of the opinion that Wisconsin does not need more barbers and that they are opposed to the establishment of more barber schools in Wisconsin, the evaluator of this survey expresses an opposing view. With the promotion of advanced training for practicing barbers and instruction in business practices and salesmanship, the "good grooming" idea will be accepted by the public and result in a greater demand for many more barbers.

V - SUMMARY

Wisconsin barbers enjoy their work, have low incomes, and have shops that are generally in need of updating and modernization.

Many licensed barbers are employed in other fields of work and 32.7% of the Master Barbers are more than 60 years of age.

Need for specialized training to update skills was strongly emphasized by the participants of the survey. Indications were to attain skills comparable to cosmetologists and to provide full service to the public.

Confidence of the barber training in the Wisconsin Vocational, Technical and Adult Schools is evident, and requests show that further help from the schools is desired.

VI - RECOMMENDATIONS

Career education is one of the primary objectives of the Wisconsin Vocational, Technical and Adult Schools. Young people today are demanding skill training that will result in employment. Barbering has proven to be a successful skill training program in the Wisconsin Vocational Schools for many years and now the "Survey and Analysis of Barbering" indicates the need for the following recommendations:

1. Expand the barber training facilities in the Wisconsin Vocational, Technical and Adult Schools so that at least 150 students are trained annually. This will prevent a further decline in the number of barbers while the population of the state is increasing. (See last paragraph on page 15. "Barbering in Wisconsin 1954.")

2. Provide a variety of "Trade Extension" programs for all practicing barbers in Wisconsin in order to help them gain the new specialized skills needed to succeed in the barber business today. The Wisconsin Vocational, Technical and Adult Schools should provide evening courses in Salesmanship, Marketing, Psychology, Public Relations, and Merchandising for barbers, in addition to the courses in specialized skills.

3. Provide for further study of Barbering in Wisconsin, in order to reach and help those who did not participate in the survey. Informal personal visits and instruction as well as promotion of enrollment in the specialized courses will help to revitalize barbering in Wisconsin. Employment of more apprentice barbers is likely to increase from this work.

4. With Barbering and Cosmetology having evolved to nearly identical skills and technology, it is recommended that a more detailed study be made of the two professions in order to determine the feasibility of consolidating related instruction and/or practical training in in the specialized skills. This study may lead to the possibility of combining the two under one licensing agency.

5. Change the barber curriculum in the state in order to provide for substantially more practical training. To date, shop training time has not been increased in the full-time schools, yet more training is demanded in the specialized skills in addition to the basic haircutting and shaving skills. This is in accordance with recommendations of barbers participating in the survey.

6. The final recommendation is to employ a full-time barber training coordinator in the state to work with all barbers, (Students, Apprentices, Journeymen, Masters and Shop Owners), all schools teaching Barbering, the barber section of the Wisconsin Department of Health and Social Services, the Wisconsin Department of Industry, Labor and Human Relations, Advisory Committees, and the public. This coordination position would assist in establishing unified training of barbers in the state, inform all schools and instructors of

advancements being made by the different schools and to assist in placing student and apprentice barbers in suitable jobs. An important phase of the coordination position would be to maintain records on the status of all barber school graduates and apprentices in order to promote the advancement of barbering in Wisconsin.

Three state agencies are currently responsible for barbers and barber training, namely; the Barber Section of the Wisconsin Department of Health and Social Services, the Wisconsin Department of Industry, Labor and Human Relations, and the Wisconsin Vocational, Technical and Adult Schools. Now effective gains and progress may be made for barbers if a full-time barber coordinator were assigned to work with representatives from the other two agencies. Education is the backbone of progress.

APPENDIX I

State of Wisconsin
Student Barber Questionnaire

Place a check on the line after your choice of answers to the following questions.

1 Name of barber school that you are attending.

Eau Claire	1. _____
Green Bay	2. _____
Madison	3. _____
Milwaukee	4. _____

2. What is your age? _____ 3. Sex: Male _____ Female _____

4 What is your ethnic background?

Black	1. _____
Indian American	2. _____
Oriental American	3. _____
Spanish Speaking	4. _____
White	5. _____
Other	6. _____

5. Education (Check highest grade completed)

Grade School 8	1. _____
High School 9	2. _____
10	3. _____
11	4. _____
12	5. _____
College 1	6. _____
2	7. _____
3	8. _____
College Graduate	9. _____

6. How do you rate the training that you are receiving in the barber school?

More Than Adequate	1. _____
Adequate	2. _____
Less Than Adequate	3. _____

7. When did you start your barber school training?

Fall - Aug.-Sept.	1. _____
Winter - Jan.-Feb.	2. _____
Other	_____

8. Do you enjoy doing barber work?

Very Much	1. _____
Much	2. _____
Some	3. _____
Not At All	4. _____

9. If not at all, what is your reason for not enjoying it?

Work is too difficult	1. _____
Studies are too technical	2. _____
Work is too strenuous	3. _____
Other reasons	_____

10. Do you presently intend to continue with barbering as a lifetime career?

Yes	1. _____
No	2. _____
Don't Know	3. _____

(Continued on other side)

11. What do you believe is a fair price for a haircut on the basis of today's economy?

Less than $1.50	1._____
Between $1.50 and $2.00	2._____
Between $2.25 and $3.00	3._____
More than $3.00	4._____

12. What do you expect to earn per week as an apprentice barber after you graduate?

Less than $80.00	1._____
Between $80.00 and $89.00	2._____
Between $90.00 and $99.00	3._____
Between $100.00 and $109.00	4._____
Between $110.00 and $119.00	5._____
More than $119.00	6._____

13. What do you believe will help to improve barber shop patronage and service? List in order of importance - 1 - 2 - 3, etc.

Offer more specialized services	_____
Modernize barber shops	_____
Train more barbers	_____
Change shop hours	_____
Change service prices	_____
Other suggestions	_____

_____

14. Do you believe that more than one apprentice should be permitted to work in a barber shop?

Yes	_____
No	_____

15. What do you suggest be done to improve barber training? Check one.

Increase training time	1._____
Provide more related instruction	2._____
Offer more practical training	3._____
Other comments	_____

_____

16. From the following list, check those subjects that you believe <u>may</u> <u>not</u> be needed in the barber training program.

Anatomy and Physiology	_____	Shaving	_____
Bookkeeping	_____	Honing and Stropping	_____
Chemistry	_____	Facials	_____
Skin Diseases	_____	Scalp Treatments	_____
Salesmanship	_____	Bacteriology	_____
Light Therapy	_____	Hair Singeing	_____

Others _____

17. Do you recommend that young men and women choose barbering as a career?

Yes	_____
No	_____

18. Do you believe that barbers and cosmetologists should be permitted to work in the same hairstyling shop or salon?

Yes _____
No _____

19. Do you believe that barbers and cosmetologists should have a unified training program, and both have a standard license permitting them to serve both men and women?

Yes _____
No _____

20. The Wisconsin Barber Law may be changed. Check your opinions on the following possible changes.

a. Full-time Barber School Training	More time	1. _____
	Less time	2. _____
	No change	3. _____
b. Apprentice training period	More time	1. _____
	Less time	2. _____
	No change	3. _____
c. Educational requirements	Higher	1. _____
	Lower	2. _____
	No change	3. _____
d. Licensing standards	Higher	1. _____
	Lower	2. _____
	No change	3. _____
e. Sanitary standards of shops	Higher	1. _____
	Lower	2. _____
	No change	3. _____
f. Penalties for violations	Higher	1. _____
	Lower	2. _____
	No change	3. _____
g. License fees	Higher	1. _____
	Lower	2. _____
	No change	3. _____

Other suggestions or changes in the law: _____

_____

21. Do you believe that the status of Wisconsin barbers may be upgraded by providing them with more training and practice in hair styling, hair coloring, hair relaxing or straightening, hair conditioning and women's haircutting, shaping and styling?

Yes _____
No _____

(Continued on other side)

Additional comments that may be important to the survey.

Please complete questionnaire and return to Marvin W. Vircks on or before May 10, 1972.

State of Wisconsin

APPRENTICE BARBER QUESTIONNAIRE

1. What is your age? _____ 2. Sex: Male _____ Female _____

3. What is your ethnic background?

Black	1. _____
Indian American	2. _____
Oriental American	3. _____
Spanish Speaking	4. _____
White	5. _____
Other	6. _____

4. Education. Check highest grade completed.

8	1. _____
9	2. _____
10	3. _____
11	4. _____
High School Grad.	5. _____
College - 1 year	6. _____
2	7. _____
3	8. _____
College Graduate	9. _____

5. Did you attend a barber school or college before being indentured as an apprentice?

Yes _____
No _____

6. If your answer to question 5 is "Yes," give:

Name of School _____
Address of School _____
City _____ State _____
Number of months in barber school _____

7. Did you graduate from barber school?

Yes _____
No _____

8. How do you rate the training that you received in the barber school?

More than adequate	1. _____
Adequate	2. _____
Less than adequate	3. _____

9. After completing your apprenticeship, do you intend to continue in school for further education?

Yes _____
No _____

10. Do you eventually expect to earn a college degree?

Yes _____
No _____

11. When were you indentured as an apprentice barber? _____

12. Do you enjoy doing barber work?

Very much	1. _____
Much	2. _____
Some	3. _____
Not at all	4. _____

13. If your answer to question 12 is "Not at all," what is your reason for not enjoying it? (Check one)

Work is too difficult	1. _____
Studies are too technical	2. _____
Work is too strenuous	3. _____
Too many hours on the job	4. _____
Other reasons:	5. _____

(Continued on other side)

14. Do you presently intend to continue with barbering as a lifetime career?
    Yes _____
    No _____

15. Are you satisfied with your income as an apprentice?
    Yes _____
    No _____

16. What do you believe is a fair price for a haircut on the basis of today's economy?
    Less than $1.50 1. ____
    Between $1.50 and $2.00 2. ____
    Between $2.25 and $3.00 3. ____
    More than $3.00 4. ____

17. What is your annual income as an apprentice barber? $ _____

18. In your opinion, what is the average weekly gross income of a Wisconsin Apprentice barber?
    Less than $80 1. ____
    Between $80 and $89 2. ____
    Between $90 and $99 3. ____
    Between $100 and $109 4. ____
    Between $110 and $119 5. ____
    More than $119 6. ____

19. Do you intend to own your own barber shop in the future?
    Yes _____
    No _____

20. How often does the average patron visit your shop for service?
    Every two weeks or less 1. ____
    From two to four weeks 2. ____
    From four to eight weeks 3. ____
    Less than six times a year 4. ____

21. What do you believe will help to improve barber shop patronage and service?

    List in order of importance, 1, 2, 3, etc.

    Offer more specialized services ____
    Modernize barber shops ____
    Train more barbers ____
    Change shop hours ____
    Change service prices ____
    Other suggestions: _____

22. Do you believe that more than one apprentice should be permitted in a barber shop?
    Yes _____
    No _____

23. What do you suggest may be done to improve barber training? (Check one)
    Increase training time 1. ____
    Provide more related instruction 2. ____
    Offer more practical training 3. ____
    Other comments: 4. _____

24. From the following list, check those subjects that you believe may not be needed in the barber training program.

Anatomy and Physiology	_____	Shaving	_____
Bookkeeping	_____	Honing and Stropping	_____
Chemistry	_____	Facials	_____
Skin Diseases	_____	Scalp Treatments	_____
Salesmanship	_____	Bacteriology	_____
Light Therapy	_____	Hair Singeing	_____

Others: _____

25. Do you recommend that young men and women choose barbering as a career? Yes _____ No _____

26. Do you believe that barbers and cosmetologists should be permitted to work in the same hairstyling shop or salon? Yes _____ No _____

27. Do you believe that barbers and cosmetologists should have a unified training program, and both have a standard license permitting them to serve both men and women? Yes _____ No _____

28. The Wisconsin Barber Law may be changed. Check your opinions on the following possible changes.

a. Full-time Barber School training	More time	1. _____
	Less time	2. _____
	No change	3. _____
b. Apprentice training period	More time	1. _____
	Less time	2. _____
	No change	3. _____
c. Educational requirements	Higher	1. _____
	Lower	2. _____
	No change	3. _____
d. Licensing standards	Higher	1. _____
	Lower	2. _____
	No change	3. _____
e. Sanitary standards of shops	Higher	1. _____
	Lower	2. _____
	No change	3. _____
f. Penalties for violations	Higher	1. _____
	Lower	2. _____
	No change	3. _____
g. License fees	Higher	1. _____
	Lower	2. _____
	No change	3. _____

Other suggestions on changes in the law. _____

(Continued on other side)

29. If the Wisconsin Vocational, Technical and Adult Schools in your area offered advanced training classes or seminars on an evening basis for barbers, check the courses that you would be interested in attending.

Hairstyling _____
Facials _____
Hair coloring _____
Hair Relaxing _____
Salesmanship _____
Business Management ____
Other Courses _____

Scalp Treatments _____
Shaving _____
Hairpieces _____
Hair Conditioning _____
Beard and Mustache Trimming and Styling _____

30. Do you believe that the status of Wisconsin barbers may be upgraded by providing them with more training and practice in hairstyling, hair coloring, hair relaxing or straightening, hair conditioning, and women's haircutting and styling?

Yes _____
No _____

31. Additional comments that may be important to the survey.

Please complete the questionnaire and return to Marvin W. Vircks on or before May 10, 1972.

State of Wisconsin

JOURNEYMAN BARBER QUESTIONNAIRE

1. What is your age? _____ 2. Sex: Male _____ Female _____

3. What is your ethnic background?

Black	1. ____
Indian American	2. ____
Oriental American	3. ____
Spanish Speaking	4. ____
White	5. ____
Other	6. ____

4. Education. Check highest grade completed.

8	1. ____
9	2. ____
10	3. ____
11	4. ____
High School Grad.	5. ____
College - 1 year	6. ____
2	7. ____
3	8. ____
College Graduate	9. ____

5. Did you attend a full-time barber school or college? Yes _____ No _____

6. If your answer to question 5 is "Yes," give:

Name of School _____
Address of School _____
City _____ State _____

7. Did you graduate from barber school? Yes _____ No _____

8. How do you rate the training that you received in the barber school?

More than adequate	1. ____
Adequate	2. ____
Less than adequate	3. ____

9. Did you receive your apprenticeship training in Wisconsin: Yes _____ No _____

10. If your answer to question 9 is "No," where did you receive your barber training? City _____ State _____

11. When did you receive your first Journeyman Barber license?
Month _____ Year _____

12. What is your status as a Journeyman Barber? (Check one)

Barbering full time	1. ____
Barbering part time	2. ____
Not barbering at present	3. ____

13. If not barbering, please give reason. _____

14. If not barbering, what is your present occupation? _____

(Continued on other side)

15. If not presently barbering, are you interested in barbering full time in the future? Yes _____ No _____

16. What do you believe is a fair price for a haircut on the basis of today's economy? $ _____

17. What is your annual income as a Journeyman Barber? $ _____

18. In your opinion, what is the average Journeyman Barber's weekly salary? $ _____

19. Do you intend to own your own barber shop in the future Yes _____ No _____

20. How often does the average patron visit your shop for service?

Every two weeks or less 1. ____
From two to four weeks 2. ____
From four to eight weeks 3. ____
Less than six times a year 4. ____

21. What do you believe will help to improve barber shop patronage and service?

List in order of importance, 1, 2, 3, etc.

Offer more specialized services _____
Modernize barber shops _____
Train more barbers _____
Change shop hours _____
Change service prices _____
Other suggestions: _____

22. Do you believe that more than one apprentice should be permitted to work in a barber shop? Yes _____ No _____

23. What do you suggest may be done to improve barber training? (Check one)

Increase training time 1. ____
Provide more related instruction 2. ____
Offer more practical training 3. ____
Other comments: 4. _____

24. From the following list, check those subjects that you believe may not be needed in the barber training program.

Anatomy and Physiology	_____	Shaving	_____
Bookkeeping	_____	Honing and Stropping	_____
Chemistry	_____	Facials	_____
Skin Diseases	_____	Scalp Treatments	_____
Salesmanship	_____	Bacteriology	_____
Light Therapy	_____	Hair Singeing	_____

Others: _____

25. Do you recommend that young men and women choose barbering as a career? Yes _____ No _____

26. Do you believe that barbers and cosmetologists should be permitted by law to work in the same hairstyling shop or salon?

Yes _____
No _____

27. Do you believe that barbers and cosmetologists should have a unified training program, and both have a standard license permitting them to serve both men and women?

Yes _____
No _____

28. The Wisconsin Barber Law may be changed. Check your opinions on the following possible changes.

a. Full-time Barber School training — More time 1. _____ / Less time 2. _____ / No change 3. _____

b. Apprentice training period — More time 1. _____ / Less time 2. _____ / No change 3. _____

c. Educational requirements — Higher 1. _____ / Lower 2. _____ / No change 3. _____

d. Licensing standards — Higher 1. _____ / Lower 2. _____ / No change 3. _____

e. Sanitary standards of shops — Higher 1. _____ / Lower 2. _____ / No change 3. _____

f. Penalties for violations — Higher 1. _____ / Lower 2. _____ / No change 3. _____

g. License fees — Higher 1. _____ / Lower 2. _____ / No change 3. _____

Other suggestions on changes in the law. _____

29. If the Wisconsin Vocational, Technical and Adult Schools in your area offered advanced training classes or seminars, on an evening basis, for barbers, check the courses that you would be interested in attending.

Hairstyling _____
Facials _____
Hair Coloring _____
Hair Relaxing _____
Salesmanship _____
Business Management _____
Other courses: _____

Scalp Treatments _____
Shaving _____
Hairpieces _____
Hair Conditioning _____
Beard and Mustache Trimming and Styling _____

30. Do you believe that the status of Wisconsin barbers may be upgraded by providing them with more training and practice in hair styling, hair coloring, hair relaxing or straightening, hair conditioning, and women's haircutting and styling:

Yes _____
No _____

(Continued on other side)

31. Additional comments that may be important to the survey.

Please complete the questionnaire and return to Marvin W. Vircks on or before May 10, 1972.

State of Wisconsin
Master Barber Questionnaire

Place a check on the line after your choice of answers to the following questions.

1. What is your age? _____ 2. Sex: Male _____ Female _____

3. What is your ethnic background?

Black	1. _____
Indian American	2. _____
Oriental American	3. _____
Spanish Speaking	4. _____
White	5. _____
Other	6. _____

4. Education (Check One)

	Grade Completed
Less than 8th grade	1. _____
High School 9	2. _____
10	3. _____
11	4. _____
High School Graduate	5. _____
College 1	6. _____
2	7. _____
3	8. _____
College Graduate	9. _____

5. Did you attend a full-time barber school or college?

Yes _____
No _____

6. If your answer to question 5 is "Yes," give:

Name of School _____

Address of School _____

City _____ State _____ Zip Code _____

7. Did you graduate from barber school?

Yes _____
No _____

8. How do you rate the training that you received in the barber school?

More than adequate	1. _____
Adequate	2. _____
Less than adequate	3. _____

9 Did you receive your apprenticeship training in Wisconsin?

Yes _____
No _____

10. If your answer to question 9 is "No," where did you receive your barber training?

City _____ State _____

(Continued on other side)

11. How many years have you been licensed as a Master Barber?

Less than 5 years	1. _____
Between 5 and 9 years	2. _____
Between 10 and 19 years	3. _____
Between 20 and 29 years	4. _____
Between 30 and 39 years	5. _____
Between 40 and 49 years	6. _____
Fifty years or more	7. _____

12. What is your status as a barber? (Check one)

Barbering full time	1._____
Barbering part time	2._____
Licensed but not barbering	3._____

13. If not barbering, please give reason. _____

14. If not barbering, what is your present occupation? _____

_____

15. If not presently barbering, are you interested in barbering full time in the future?

Yes	_____
No	_____

16. What do you believe is a fair price for a haircut on the basis of today's economy?

Less than $1.50	1._____
Between $1.50 and $2.00	2._____
Between $2.25 and $3.00	3._____
More than $3.00	4._____

17. What is your annual income as a Master Barber? $ _____

18. In your opinion what is the average Master Barbers weekly salary?

$ _____

19. If you do not own a barber shop now, do you intend to own one in the future?

Yes	_____
No	_____

20. How often does the average patron visit your shop for service?

Every two weeks or less	1._____
From two to four weeks	2._____
From four to eight weeks	3._____
Less than six times a year	4._____

21. What do you believe will help to improve barber shop patronage or service? List in order of importance - 1 - 2 - 3, etc.

Offer more specialized services _____
Modernize barber shops _____
Train more barbers _____
Change shop hours _____
Change service prices _____
Other suggestions _____
_____ _____

22. Do you believe that more than one apprentice should be permitted to work in a barber shop?

Yes _____
No _____

23. What do you suggest may be done to improve barber training? Check one.

Increase training time 1. _____
Provide more related instruction 2. _____
Offer more practical training 3. _____
Other comments _____
_____

24. From the following list, check those subjects that you believe may not be needed in the barber training program.

Anatomy and Physiology	_____	Shaving	_____
Bookkeeping	_____	Honing and Stropping	_____
Chemistry	_____	Facials	_____
Skin Diseases	_____	Scalp Treatments	_____
Salesmanship	_____	Bacteriology	_____
Light Therapy	_____	Hair Singeing	_____

Others _____

25. Do you recommend that young men and women choose barbering as a career?

Yes _____
No _____

26. Do you believe that barbers and cosmetologists should be permitted by law to work in the same hairstyling shop or salon?

Yes _____
No _____

27. Do you believe that barbers and cosemtologists should have a unified training program, and both have a standard license permitting them to serve both men and women?

Yes _____
No _____

(Continued on other side)

28. The Wisconsin Barber Law may be changed. Check your opinions on the following possible changes.

a. Full-time Barber School Training	More time	1. _____
	Less time	2. _____
	No change	3. _____
b. Apprentice training period	More time	1. _____
	Less time	2. _____
	No change	3. _____
c. Educational requirements	Higher	1. _____
	Lower	2. _____
	No change	3. _____
d. Licensing standards	Higher	1. _____
	Lower	2. _____
	No change	3. _____
e. Sanitary standards of shops	Higher	1. _____
	Lower	2. _____
	No change	3. _____
f. Penalties for violations	Higher	1. _____
	Lower	2. _____
	No change	3. _____
g. License fees	Higher	1. _____
	Lower	2. _____
	No change	3. _____

Other suggestions or changes in the law: _____

_____

29. If the Wisconsin Vocational, Technical and Adult Schools in your area offered advanced training classes or seminars, on an evening basis, for barbers, check the courses that you would be interested in attending.

Hair styling	_____	Scalp Treatments	_____
Facials	_____	Shaving	_____
Hair coloring	_____	Hair pieces	_____
Hair relaxing	_____	Hair conditioning	_____
Salesmanship	_____	Beard and Mustache Trimming and Styling	_____
Business Management	_____		

Other courses: _____

30. Are you a self-employed barber who rents a chair from a barber shop? Yes _____ No _____

31. Do you believe that the status of Wisconsin barbers may be upgraded by providing them with more training and practice in hair styling, hair coloring, hair relaxing or straightening, hair conditioning, and women's haircutting and styling?

Yes _____
No _____

Additional comments that may be important to the survey may be put on **an additional page.**

Please complete questionnaire and return to Marvin W. Vircks on or before May 10, 1972.

State of Wisconsin
Barber Shop Owner Questionnaire

Only one "Owner Questionnaire" is to be submitted for each shop. If you own more than one shop, please submit a separate questionnaire for each shop. Please list all names, if more than one person owns the shop.

1. Name or names of shop owners. _____

_____

2. Name of Barber Shop _____

3. Shop address: Street _____

City _____ Zip Code _____

4. What is your age and the age of other owners of your shop? _____
_____
_____
_____

5. What is your ethnic background?

Black	1. _____
Indian American	2. _____
Oriental American	3. _____
Spanish Speaking	4. _____
White	5. _____
Other	6. _____

6. How many barbers are employed in your shop?

Full Time	_____
Part Time	_____

7. How many apprentices have you employed during the past six years?

_____

Of the above, how many were:

a. Wisconsin school graduates?	1. _____
b. Out of state school graduates?	2. _____
c. With previous training but not graduates?	3. _____
d. Without previous training?	4. _____

8. How many of the above-mentioned apprentices have completed training?

_____

9. Do you now employ an apprentice barber in your shop?

Yes	_____
No	_____

10. Are you in favor of employing and training an apprentice barber in your shop?

Yes	_____
No	_____

(Continued on other side)

11. Where will you go to secure your next apprentice?

Wisconsin barber school	1. _____
Out of state school	2. _____
An acquaintance without previous experience	3. _____

12. When selecting a prospective apprentice barber, what quality in your opinion is most important?

	Check One
Good work skills	1. _____
Pleasing personality	2. _____
Sincerity and honesty	3. _____
Dependability	4. _____
Neat appearance	5. _____
Willingness to learn	6. _____

13. In your opinion, are the barber schools of Wisconsin providing an adequate supply of potential apprentices?

Yes _____
No _____

14. If your answer is "No" to the above question 13, should there be more barber schools established?

Yes _____
No _____

15. Do you recommend that young men and women choose barbering as a career?

Yes _____
No _____

16. How long have you owned a shop in your present location?

Less than one year	1. _____
Between 1 and 5 years	2. _____
Between 6 and 10 years	3. _____
Between 11 and 15 years	4. _____
Between 16 and 20 years	5. _____
More than 20 years	6. _____

17. How many barber chairs do you have in your shop? _____

18. How old are the barber chairs and workstands in your shop?

_____ Years

19. Are you interested in selling your barber shop?

Yes _____
No _____

20. If your answer to 19 is "Yes", what is the approximate market value of the shop?

$ _____

21. What commission do you pay your employees?

Less than 60% 1. _____
65% 2. _____
70% 3. _____
75% 4. _____
80% 5. _____
More than 80% 6. _____

22. Do you pay your employees a commission on retail merchandise sales?

Yes _____
No _____

23. What is your shop price for a regular haircut? $ _____

24. What is your annual shop income? $ _____

25. In your opinion, what is the average annual income of a barber shop owner?

$ _____

26. What do you suggest to improve the preapprentice full-time barber training?

Provide more shop training 1. _____
Provide more related training 2. _____

27. Do you offer appointments to patrons in your shop?

Yes _____
No _____

28. How many hours is your shop open each week? _____

29. Do you have evening shop hours?

Yes _____
No _____

30. Do you rent chairs to barbers in your shop instead of placing them on your payroll?

Yes _____
No _____

Additional comments that may be important to the survey:

_____

_____

(Continued on other side)

Shop Owners Note: Please complete the "Master Barber" questionnaire in addition to this "Shop Owner" questionnaire.

Please complete questionnaire and return to Marvin W. Vircks on or before May 10, 1972.

APPENDIX II

UNITED BARBERS OF WISCONSIN, INC.

-91-

"IN UNITY THERE IS STRENGTH" Price Free

Oct., Nov., Dec., 1972 Milwaukee, Wis. Circulation Over 2,100

Big "Dilemma" Big Survey Big Barber's

A MEANINGFUL SURVEY INTO THE PRESENT DILEMMA OF THE WISCONSIN BARBERS

by: W. W. Virks – Chief Barber Instructor – Mil. Area Tech College-Barber Section

Statistics have little or no value unless meaningful action is taken to remedy the problems revealed by the studies.

A grant to conduct a survey of Barbering in Wisconsin was awarded to the writer by the United States Department of Health, Education and Welfare in cooperation with the Wisconsin State Board of Vocational, Technical and Adult Education and the Barber Section of the Wisconsin Department of Health and Social Services.

Valuable information was gained from the study, and serious problems in barbering were confirmed by the barbers who responded to the questionnaires.

Records indicate that more than 1,250 of the Wisconsin Master Barbers (30%) have passed the 60 year age mark. Upon retirement, these barbers will need to be replaced with young men or women who are trained in the new specialized barbering skills.

The survey revealed that 48% of the Wisconsin barber shop owners are in favor of employing and training apprentice barbers, while less than half (45.5%) of the owners are opposed to having apprentices in their shops. This information provided by the barbers responding to the survey, conflicts with the fact that only 187 apprentices are employed in 2,047 barber shops in Wisconsin. Only 9.2% of the Wisconsin barber shop owners employ apprentice barbers.

On the basis of the study, only 75% of the Master Barbers are working full-time at the trade, while 12% stated that they were barbering part-time. The balance of those responding to the survey (13%) stated that they maintained their licenses but were not barbering. Nearly one-third (32%) of the Journeyman Barbers responding to the study, stated that they were not barbering at the present time. Does this imply that the barbers are permitting a lower demand for their services and encouraging fewer barbers in the business?

More barbers providing better service to the public may result in better incomes for all. Nearly 4½ million people in Wisconsin are being served by approximately 4,200 barbers. This means that each barber in the state has more than 1,000 people to serve, and about half of them are potential patrons. A barber selling $50 in service annually to a patron, would need only 200 patrons to provide himself with a $10,000 annual income. On the basis of this information, one might assume that Wisconsin should possibly have 10,000 barbers instead of 4,200 to serve the 2 million potential patrons living in the state.

The NABS Research Report No. 6A of July 1, 1972 places Wisconsin below the average of other states in comparing the ratio of barbers to population. According to the NABS report, the national average is listed as 713 persons per barber with Alaska having the highest in the nation with 1,087 persons per barber. The report gives Washington, D.C. the lowest rating in the nation with 501 persons per barber, and Wisconsin has a below average rating of 610 persons per barber. The error of the NABS Research Report is confirmed by comparing it with the factual information of the Wisconsin Barber Survey as follows:

	NABS Report	Wis. Survey
Number of barber students enrolled:	87	73
Number of barber shops:	2,020	2,047
Number of Master Barbers.		3,835
Number of Journeyman Barbers:		158
Number of Registered Barbers:	7,056	3,993
Number of Apprentice Barbers:	287	187
Total number of barbers:	7,343	4,180
1970 Population of Wisconsin:	4,417,730	
Estimated 1972 population per NABS:	4,476,000	
Ratio of population per barber:	610	1,070

The accuracy of the information above on the Wisconsin Survey is assured, because the data was taken from the records of the Barber Section of the Wisconsin Department of Health and Social Services.

Despite the high ratio of population per barber in Wisconsin, a total of 88% of the barber shop owners participating in the survey are of the opinion that the Wisconsin barber schools are training an adequate number of apprentices. By a similar analysis, only 27% of the Master Barbers responding to the survey believe that more barbers should be trained in Wisconsin. The question may arise: "Do the opinions of the barbers agree with statistical facts?"

Are the barbers of Wisconsin adequately meeting all of the grooming needs of the Wisconsin people? A total of 42.1% of the Master Barbers returning questionnaires, stated that the average patron visits the barber shop every four to eight weeks. Shop income may be doubled if the frequency of patron visits is at two to four week intervals. Meaningful action in solving barbers problems may be gained by promoting more frequent visits to your barber shops.

Barbers must help themselves by promoting good grooming and more frequent visits to the barber shop. Make the patrons enjoy your service and realize the bargain that you offer so that they will be anxious to return for more and better service.

Positive action on a cooperative basis must be taken by all barbers and the agencies responsible for regulating and training present and future barbers, in order to boost the public image of barbers and barbering. **Let's Act Now!**

" WE CAN DO IT BETTER TOGETHER "

UNITED BARBERS OF WISCONSIN, INC. Jan., Feb., Mar., 1973

Wisconsin Barbers Face Extinction

By Marvin W. Vircks
Barber Instructor Milwaukee Area Technical College

At the current rate of decline, Wisconsin barbers will be extinct in the year 2062 A.D. Imagine--no barbers in Wisconsin 89 years from now!

Master Barbers

Records of the past sixteen years indicate that the number of Wisconsin master barbers has been reduced from 4,364 in 1956 to 3,698 in 1972. [illegible] 666 fewer barbers represents a 15.3 per cent lo[illegible] during that time for an average drop of 41.6 barber[illegible] per year.

If the [illegible]mber of barbers continues to be reduced at an average rate of 41.6 each year, the 3,698 master barbers registered on July 1, 1972 will reach the point of extinction in the year 2062. This is entirely possible when one considers the fact that the 4,020 Master barbers registered on July 1, 1970 have now been reduced to 3,698 registered on July 1, 1972, for a drop of 322 in two years.

Barber Shops

Wisconsin has, during this time, also suffered a serious decline in the number of barber shops. The number has been reduced from 2,336 in 1956 to 1,978 shops in 1972. This 358 fewer shops represents a loss of 15.3 per cent of the shops in the state.

The decline of Milwaukee barber shops has been at more than twice the rate of those in the state. In 1956, a total of 477 shops were licensed in Milwaukee. On July 1, 1972, that number was reduced to 323 shops. The Milwaukee drop of 154 shops represents a 32.3 per cent loss in 16 years. Will Milwaukee be without a barber shop 34 years from now?

Student Barbers

On Page 9 of the book BARBERING IN WISCONSIN 1954, the writer noted that the number of barbers in Wisconsin was at an all-time low (4,307) and as a solution to the problem it was suggested (Page 15) that more than 100 barbers be trained each year who

Continued on page 7...

Extinction (Continued from page 6)

will stay in the business and thus prevent a further decline in the number of barbers.

Prior to 1965, fewer than 72 students were trained in Wisconsin annually. An increase in the number of barber students was noted in 1965 after the barber training program was established in the Madison Vocational, Technical and Adult School. An all-time high of 100 barber students enrolled in the Wisconsin schools was reached in 1967, but that number has steadily declined to only 56 students registered on July 1, 1972. This represents a 44 per cent drop in enrollment in five years.

Reversal of Trend is Necessary

It is obvious that the depressing trend must be reversed in order to again restore the popularity of the "good grooming" service of barbers.

Unified and cooperative efforts of the barbers, barber organizations, the Wisconsin Vocational, Technical and Adult Schools, the Department of Industry, Labor and Human Relations, and the Barber Section of the Wisconsin Department of Health and Social Services will hopefully succeed in promoting the "good grooming" service that the Wisconsin public will demand.

Specialized training offered to all practicing barbers by the Wisconsin schools may help to enable the barbers to provide "full service" to the public, and thus create employment opportunities for more barbers.

The Wisconsin Department of Industry, Labor and Human Relations may provide incentives to encourage the employment of more apprentice barbers and thus stimulate more frequent patronage from the young people in the state. Young barbers will attract young patrons.

Shop improvements and modernization is likely to promote more relaxing service and frequent patronage. This may be encouraged by the Barber Section of the Wisconsin Department of Health and Social Services.

Barbers, with the help of organizations and the regulating agencies, can surely succeed in "pulling themselves up by the bootstraps," Hair design, hairstyling and specialized services must be promoted by all barbers. Let's do a better job of selling ourselves, our skills, and our services!

Wisconsin Barber News

Vol. 1, No. 3 MADISON, WISCONSIN Winter, 1973

Are You In This Picture?

More than 300 of your brother barbers from all around the state are. These are the barbers that care enough about their business to get out and try to learn more. Do you recognize the picture yet? Of course it's the 1972 Barber Spectacular in Madison. Well, if you missed it here is your chance to make it up. On Sunday, April 8, 1973 at the Holiday Inn Midtown in Milwaukee the International Guest Artist and Men's Hairstylist Assoc. will present the 1973 Educational Spectacular. This will be the first time that a show in Wisconsin will be completely put on by the International Guest Artist Assoc. They will feature a complete program including private classes taught by the featured guest artists, there will be stage demonstrations and a complete line of competitions.

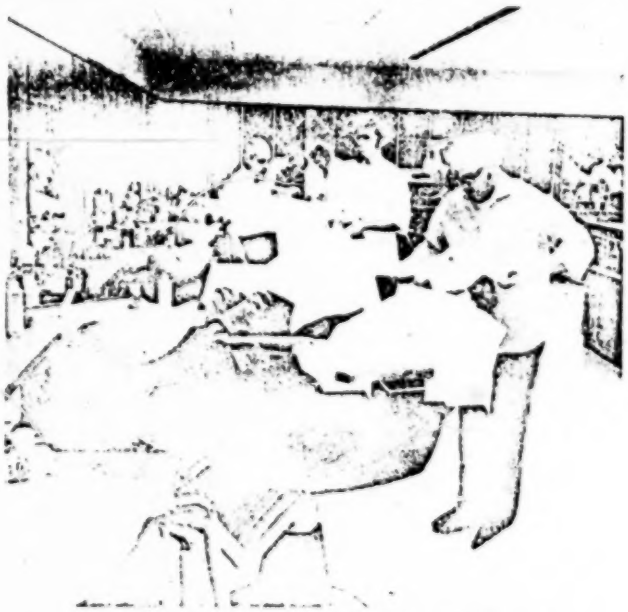
Bobby Frank

This year's featured national guest artist will be Bobby Frank from Oklahoma.

Bobby Frank joined the International Guest Artist Men's Hairstylist Association in Miami in 1968. Since then he has been a leading figure in improving all phases of the barbering profession. His hard work and dedication gained him six merit award ribbons at the '71 All-American Spectacular in San Francisco where he did a fantastic job as Contest Chairman. Bobby is active in workshops and seminars and doesn't pass up any opportunity to improve his own skills or to help others learn more. A member of Local 743, Oklahoma City, Bobby was appointed State Show Coordinator for the Oklahoma Pilot Program sponsored by the International, and he is in frequent demand as a judge for hairstyling competitions Always abreast of current trends in hairstyling, Bobby will demonstrate what's in today's trends and the techniques necessary to style them in his workshop, the Long and the Short of It.

Our Barber Schools

If our profession is to survive and flourish we must look to the future and the only way to do this is to start in the schools. The Wisconsin Vocational School System sees this problem and have taken steps to avoid them. They have joined the International Unions, Accredited Barber School Program. What this will do is provide special training for all the instructors, on the trends, tools and products that have come into our profession recently. It will also make available to them international guest artist and men's hairstylist to come in and teach special classes and demonstrations for the school. The students will receive the monthly barber magazine put out by the union, they will become student members of the union and as such will be able to attend the meetings and educational seminars and participate in all union functions. This will give them a better insight into the barber field and help them to be better barbers when they leave school. There are many jobs available right now for a young barber who is willing to work, but they



THIS IS THE NEW SCHOOL IN GREEN BAY

need better training and it must start in the schools. The schools are updating their facilities and making them more modern so that the student can learn all the different services, so now it is up to us to better ourselves and provide for the future.

Barber Shop For Sale: 3 years old — 3 chair, main street, ample parking. Russ Schara — (715) 423-1431, 119 Grand Avenue, Wisconsin Rapids, Wis. 54494. Reasaonable and terms.

APPENDIX V

THE WISCONSIN BARBER NEWS

Official Publication of
WISCONSIN STATE ASSOCIATION OF JOURNEYMAN BARBERS AND BEAUTICIANS — AFL, CIO, CLC

Editor: Joseph Fedele

William Smith, Madison . . . . . President
Duane Clumpner, Beloit . . . . . Sec'y-Treas.
Carl Brunke, LaCrosse . . . . . 1st Vice Pres.
Robert Pitts, Kenosha . . . . . 2nd Vice Pres.
Sam Crimi, Milwaukee . . . . . 3rd Vice Pres.

"Were it not for the Labor Press, the labor movement would not be what it is today and any man who tries to injure a Labor Paper is a traitor to the cause." -- Samuel Gompers

What is Happening in Kenosha

A few of the old shops are having a face lift. Some shops are starting to do mens hairstyling — even hair coloring and hair pieces. Can this be happening in a town that is mainly neighborhood shops and industrial working men? Well, it is and because of a few barbers that have some insight into our profession and are trying to help, it is getting done more and more all over the state. One such barber is Art Buchanan who is Vice President of the Barber's Local and Chairman of the Educational Committee. Art, along with Gabe Rufflo, who is the Secretary-Treasurer for the local, have been working with the vocational school on a program for advanced barbering and mens hairstyling. They started out last June when most barbers were too busy watching the baseball game on their day off to do anything — a small number of Kenosha, Walworth, and Racine barbers were sitting in a class room listening to James Turner, International Guest Artist from Minneapolis, Minnesota give a lecture on motivation and demonstrate a hairstyle. Later on that month they had Constantino Pagono there to teach them some of the different cuts such as the shag and layer cut. This didn't stop here, in September they had a demonstrator for men's hairpieces come in and give them a class on cutting, styling and servicing of hairpieces. In October they had classes on product knowledge and sales. All in all they have had a pretty busy schedule the last few months. It meant giving up a few beers with the boys, maybe missing a few ball games on TV, but next year when those other few barbers are still watching the games on TV the others will be able to afford to go to the games in person.

APPENDIX VI

Questionnaire Return From Wisconsin Cities Over 5,000 Population

City	Returns
Baraboo	4
Greendale	4
Menomonie	4
Merrill	4
Monroe	4
Richland Center	4
River Falls	4
Sun Prairie	4
Tomah	4
Jefferson	3
Prairie du Chien	3
Rice Lake	3
Ripon	3
Sparta	3
Superior	3
Ashland	2
De Pere	2
Hartford	2
Hudson	2
Kimberly	2
Marinette	2
Sturgeon Bay	2
Whitewater	2
Mequon	2

WISCONSIN BARBER SURVEY
June 1972

Questionnaire Return From Wisconsin Cities Over 5,000 Population

City	Returns
Milwaukee	250
Madison	56
Kenosha	45
Green Bay	43
Wauwatosa	33
West Allis	32
Sheboygan	29
Beloit	21
Janesville	21
Oshkosh	21
Appleton	19
Wausau	19
La Crosse	18
Eau Claire	17
Fond du Lac	17
Waukesha	17
Wisconsin Rapids	12
Manitowoc	10
Racine	10
West Bend	10
Burlington	9
Chippewa Falls	8
Greenfield (Hales Corners)	8
Rhinelander	8

Questionnaire Return From Wisconsin Cities Over 5,000 Population

City	Returns
Brookfield	7
Delavan	7
Marshfield	7
New Berlin	7
Shawano	7
Beaver Dam	6
Menomonee Falls	6
Plymouth	6
Portage	6
Stevens Point	6
Stoughton	6
Two Rivers	6
Antigo	5
Cedarburg	5
Cudahy	5
Fort Atkinson	5
Germantown	5
Kaukauna	5
Menasha	5
Middleton	5
Monona	5
New London	5
Oconomowoc	5
South Milwaukee	5
Watertown	5

Questionnaire Return From Wisconsin Cities Over 5,000 Population

City	Returns
Berlin	1
Brown Deer	1
Elm Grove	1
Franklin	1
Grafton	1
Little Chute	1
Muskego	1
Neenah	1
Oak Creek	1
Oconto	1
Platteville	1
Port Washington	1
Fox Point	0
Glendale	0
St. Francis	0
Waupun	0

3-27-72

MILWAUKEE JOURNAL

972,000 More Wisconsinites Predicted in Next 20 Years

Journal Madison Bureau

Madison, Wis. – Wisconsin's total population will increase by 972,000 people to a total of 5,390,000 in the next 20 years, according to projections by the State Departments of Administration and Health and Social Services.

The projected 22% increase in population is contained in a document released by the Administration Department, as part of a series of statistical analyses of the state. The Bureaus of Planning and Budget and Statistical Services Section of the two departments prepared the report.

The 1970 population is listed at 4,417,730.

Dependency Rates

The report projects decreases in the 0 to 19 and 40 to 64 age groups, with increases in the 20 to 39 and over 64 groups; population density to rise from 81 people per square mile in 1970 to 99 people per square mile in 1990; a decline in the male population — from 96.3 men per 100 women now to 94.6 men per 100 women in 1990 and an increase in the nonwhite population from 159,000 now to 317,000 people in 1990.

The decreases projected in the age groups mean that the statewide dependency rates in relation to total population will decline from 47% in 1970 to 41% in 1980 and increase to 43% by 1990.

The projected increase in total population, the report said, is close to the numerical increase of 983,360 persons during the last 20 years, but it does not match the percentage increase, which was 29% between 1950 and 1970.

Between 1970 and 1990, it added, the southeastern district (the largest of eight state districts) is expected to grow from 1,755,890 to 2,200,400, an increase of 444,510 people. The district would make up about 40% of the total population. Included are Racine, Kenosha, Walworth, Waukesha, Milwaukee, Washington and Ozaukee Counties.

Waukesha County Second

The report stated that by 1990 Waukesha County will replace Dane County as the second largest in the state. Waukesha County, it said, should add more than 189,000 people to its present 231,000, a gain of almost 82%.

Despite its expected drop to third place, Dane County still should add another 120,000 persons during the next 20 years, the second highest numerical increase expected by county, while Washington County is projected to have the largest percentage increase, around 78.4%.

The report projects big numerical gains in Brown County and percentage gains in Ozaukee County.

Between now and 1985, according to the report, Milwaukee, Racine and Waukesha Counties in that order will have the largest number of inhabitants per square land mile. Between 1985 and 1990, it added, Racine and Waukesha Counties probably will trade places.

The second largest district in the state, the southern district, is expected to add another 212,530 persons, and have about 18% of the state's population in the next two decades. It consists of 11 counties: Rock, Green, Lafayette, Grant, Iowa, Dane, Jefferson, Dodge, Columbia, Sauk and Richland.

According to projections, the age group from 20 to 39 is expected to increase from its present 24.2% of the total population to 30.7% in 1990. The under 20 group will decrease from 39.6% of the population to 35.5% and the group between 40 and 64 is expected to decline from 25.4% to 23%.